Publicity							Word			
Date	Media Source	Title	Journalist	Description	Туре	Circulation	Count	Publicity Value	Region	Assist
7/1/09	National Geographic Adventure	Next Weekend: DIY Snowcat	Robert Earl Howells	Spring/summer skiing on the Beartooth Highway near Cooke City & Red Lodge, MT.	MAG	595,617	200	\$17,579.28	Yellowstone	Υ
7/1/09	Town & Country	Your Own Private Yellowstone	Thomas McNamee	Visiting Yellowstone National Park and surrounding areas (including Paradise Valley & Gardiner) with the advent of a personal guide.	MAG	456,505	2400	\$217.095.30	Yellowstone	N
7/1/03	Town & Country	Tour own thrace removisione	THOMAS FICINATION	Blurb on the National Folk Festival held in Butte, MT July 10-	1 17 (0	130,303	2100	Ψ217,033.30	renovisione	1
7/1/09	Trailer Life	National Folk Festival	editors	12.	MAG	260,507	200	\$4,904.96	Gold West	Y
7/1/09	Men's Journal	Where to Camp	Adam Spangler	Selway-Bitterroot Wilderness as well as Yellowstone National Park included.	MAG	719,627	400	\$44,402.40	Yellowstone, Glacier	Y
7/1/09	Delta Sky Magazine	National Parks: The Great 9	Robert Earle Howells	Glacier and Yellowstone National Parks featured.	MAG	381,000	800	\$41,880.96	Yellowstone, Glacier	Υ
7/5/09	Chicago Sun-Times	The Warmth of Glacier	Tammy Chase	Glowing travel feature on hiking, dining and lodging in Glacier National Park and East Glacier.	NP	247,469	550	\$47,424.00	Glacier	Υ
7/6/09	wsj.com	Indoors With a Post of the Outdoors	Alexandra Alter	Beautiful tribute to the every day life of Jim Harrison and his Paradise Valley home.	WEB	34,951	1000	\$41,016.00	Yellowstone	Υ
7/1/09	Bicycling	Bozeman, Montana	Kim Phillips	The best trails, dining and entertainment in Bozeman for a mountain biking enthusiast.	MAG	416,706	800	\$50,512.32	Yellowstone	Y
7/1/09	Northwest Travel	Montana Wines	Judy Fleagle	Montana-made wine featured in travel piece. Includes Glacier area and Culbertson-area wineries.	MAG	40,000	1600	\$5,356.80	Missouri River, Glacier	Υ
7/1/09	kitsapsun.com	Follow the North Fork Road to the Quiet Side of Glacier	Seabury Blair Jr.	The North Fork drainage of Glacier National Park featured, especially camping at Kintla and Bowman lakes.	WEB	4,004	800	\$536.96	Glacier	N
7/1/09	newsweek.com	Reader's Best National Park Photos	Kate Appleton	Glacier and Yellowstone National Parks included.	WEB	34,870	600	\$24,552.60	Glacier, Yellowstone	N
7/1/09	budgettravel.com	Reader's Best National Park Photos	Kate Appleton	Glacier and Yellowstone National Park included.	WEB	2,340	600	\$930.00	Glacier, Yellowstone	N
7/1/09	discovery.com	Mummified Dino Yields Skin Molecules	Jennifer Viegas	Two Medicine Dino Center mentioned.	WEB	29,321	200	\$3,636.60	Glacier	N
7/1/09	Endless Vacation	Track Stars	Brad Tuttle	Travel feature on beautiful train journeys, the Empire Builder and Glacier National Park included.	MAG	1,782,403	400	\$38,130.56	Glacier	Y
7/1/09	Mountain Living	Main Street Living	editors	Quaint, southside Bozeman neighborhood featured in home listing round-up.	MAG	50,000	200	\$1,973.52	Yellowstone	N
7/1/00	Travel + Leisure	6 National Parks	Matt Hendrickson & Bree Sposoto	Adventures By Disney in Glacier National Park included in national park must-see list. Includes rafting the Flathead River as well.	MAG	987,153	200	\$26,081.12	Clasion	N
				Up and coming architects featured, including MT artchitects				. ,	Yellowstone,	
	Mountain Living  Robb Report Vacation Homes	Top 20 Under 40	editors  Christopher Hall,  Taylor Hill and Susan Zevon	From Bozeman, Missoula, Whitefish and Livingston.  Big Sky's Spanish Peaks community featured in luxury	MAG MAG	50,000 100,000			Yellowstone	N
	National Geographic Adventure	America's Ultimate Parks		vacation getaway piece.  Glacier and Yellowstone National Parks featured.	MAG	595,617			Yellowstone,	Y
										†
7/1/09	Cabin Life	Lodges on the Water	Andy Bennett	Averill's Flathead Lake Lodge included in round-up.  The lodges of Glacier National Park featured in glowing travel	MAG	70,382	200	\$1,562.40	Glacier	N
7/1/09	Preservation	Into the Wild	Diane Cole	piece.	MAG	183,228	3200	\$64,632.32		Y
7/1/09	Group Tour Magazine	Wild West Montana	editors	Road trip option including stops in Helena, Bozeman, Butte and the Lewis and Clark Caverns.	MAG	15,000	800	\$5,287.04	Gold West, Yellowstone	Y
7/1/09	Group Tour Magazine	Big Mike's Place	editors	Dino feature on Museum of the Rockies in Bozeman.	MAG	15,000	800	\$5,287.04	Yellowstone	Y
7/1/09	Andrew Harper's Hideaway Report	An Artist's Retreat in the Rockie	s Andrew Harper	Rock Creek Ranch featured.	MAG	25,000	400	\$3,300.00	Glacier	Y

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7/1/09	Horizon Air Magazine	Experience the Past	Jordan Nugent	Virginia and Nevada City interpretive programs.	MAG	27,054	400	\$3,144.32	Gold West	Υ
	Horizon Air Magazine	Traveling For Your Health	Joan Tapper	Rainbow Ranch Lodge near Big Sky included for their exceptional recreational and spa opportunities.	MAG	27,054	200	\$1,572.16	Yellowstone	Υ
7/5/09	chicagotribune.com	Actor Loves Big Sky, Montana	l .	Actor Noah Bean interviewed about his favorite vacation spot, Big Sky. Includes Bucks T-4 and 320 Ranch.	WEB	34,761	800	\$32,634.40	Yellowstone	Υ
7/10/09	usatoday.com	Campers Don't Have to Sacrifice Creature Comforts	Jayne Clark	Yellowstone National Park included, nice Rick Hoeninghausen quote!	WEB	70,389	400	\$33,041.36	Yellowstone	N
7/10/09	USA Today	A Meeting of the Minds, and Much More	Larry Olmsted	A look at the community of Missoula in regards to a second home market.	NP	2,293,310	400	\$54,136.68	Glacier	N
7/12/09	stltoday.com	Montana Ranches Offer Working Vacations	Donna Healy	Bunkhouse Ranch vacations across Montana, nice Victor Bjornberg quote!	WEB	7,874	2000	\$18,480.80	Yellowstone, Custer	Υ
7/12/09	St. Louis Post-Dispatch	Big Sky Country in Land of the Dinosaurs	Tom Uhlenbrock	Dinosaur excavation near Hell Creek and Jordan.	NP	401,427	550	\$52,405.86	Missouri River, Russell, Custer	N
7/13/09	csmonitor.com	The Wild Marsh	Todd Wilkinson	A review of Rick Bass's new book, 'The Wild Marsh, Four Seasons at Home in Montana.'	WEB	3,095	800	\$2,905.60	Yellowstone	N
7/15/09	nationalgeographic.com	Dinosaurs Went Underground in Extreme Weather	Brian Handwerk	Dinosaur sub-terra burrows found in Montana and Australia.	WEB	16,585	400	\$4,114.00		N
7/17/09	nytimes.com	Prehistoric Creatures Under Big Sky	Eric Konigsberg	Massive travel feature: Paddlefishing and dino dig excursion to eastern Montana. Features Glendive & Miles City.	WEB	127,145	2000	\$298,416.41	Missouri River, Custer	Υ
7/17/09	The New York Times	Prehistoric Creatures Under Big Sky	Eric Konigsberg	Massive travel feature: Paddlefishing and dino dig excursion to eastern Montana. Features Glendive & Miles City.	NP	1,037,828	2000	\$360,736.00	Missouri River, Custer	Υ
7/19/09	allvoices.com	New Dinosaur Species Found in Montana	Raul DeSouza	Dinosaur species discovered near Choteau.	WEB	229	600	\$38.88	Glacier	N
7/19/09	heraldsun.com	Rainbow Trout Strengthen in Renowned MT River	Susan Gallagher	Madison River trout numbers increase.	WEB	1,677	400	\$787.20	Gold West	Υ
7/19/09	Mesa Tribune	See Park Old-Fashioned Way		Different methods of viewing Glacier National Park.	NP	81,423	200	\$2,932.24	Glacier	N
7/20/09	suntimes.com	The Warmth of Glacier	Tammy Chase	Hiking, dining in lodging in Glacier National Park and East Glacier.	WEB	14,314	800	\$13,438.24	Glacier	Υ
7/20/09	spokesmanreview.com	Montana Trout Rebounding	Susan Gallagher	Madison River rainbow trout numbers increase.	WEB	1,561	400	\$732.72	Gold West	Υ
7/20/09	nytimes.com	Blackfeet Cultural Leader Clarence Wagner Dies		Curly Bear Wagner of the Glacier area's passing, including his work across the state preserving Native American culture.	WEB	127,145	600	\$89,524.92	Glacier, Yellowstone	N
7/23/00	about.com	What I Wouldn't Give to be Fly Fishing in Montana	Brian Milne	Fly fishing the Yellowstone, Gallatin, Bighorn, Blackfoot and Madison Rivers.	WEB	227,900	200		Yellowstone, Glacier, Gold	V
	associatedcontent.com	Eco Adventures - Hiking in Glacier National Park	Anastasia Zoldak	Hiking/backpacking within Glacier National Park.	WEB	50,541	800			N
7/28/09	dallasnews.com	Go Western With Rodeo Fun in Colorado, Montana and Beyond	Lynn O'Rourke Hayes	West Yellowstone included in rodeo travel piece.	WEB	15,116	200	\$3,547.80	Yellowstone	Υ
7/29/09	canada.com	Montana Lodge Keeps the Trains on Track	Debbie Olsen	Staying in historic cabooses at Historic Izaak Walton Inn near Essex and Glacier National Park.	WEB	4,785	800	\$4,492.32	Glacier	N
7/31/09	USA Today	10 Great Places to See Through A Novelist's Eye	Kathy Baruffi	The Resort at Paws Up and surrounding landscape included.	NP	2,665,815	200	\$23,853.96	Glacier	Υ
8/1/09	concierge.com	Montana	editors	Travel guide with recreational info and a photo gallery.	WEB	7,901	3000	\$15,488.00	all	Υ
8/1/09	advocate.com	Easy Rider	Ted Loos	Ranch vacation to the Lazy E-L Ranch near Red Lodge.	WEB	816	1000	\$948.20	Yellowstone	N
8/1/09	National Geographic Traveler	Long Weekend West: Wide- Open Splendor	Editors	A weekend of recommended hiking, dining and lodging in Glacier National Park.	MAG	738,907	400	\$34,293.28	Glacier	Υ
8/1/09	Northwest Travel	Sweet Pea: Sweet Deal	editors	Bozeman's summer art and music festival featured.	MAG	40,000	600	\$2,008.80	Yellowstone	Υ

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Date	Media Source	Title	Journalist	Description	Type	Circulation	Count	Publicity Value	Region	Assist
8/1/09	Fitness		Brook Wilkinson	A dude ranch trip at the Lazy E-L Ranch near the Beartooth Mountains.	MAG	1,602,723	400	\$61,256.64	Yellowstone	Υ
8/1/09	Backpacker	Natural Wonders	editors	The National Bison Range featured in spectacular wonders round up.	MAG	357,809	400	\$22,404.16	Glacier	Υ
	Mountain Living	Top Spots to Build or Buy Now	editors	Swan Lake, Bozeman and Big Sky area developments included.	MAG	50,000			Yellowstone,	N
	Skywest Magazine	A Montana State of Mind in the Flathead		Dining, lodging, recreation and lodging in Kalispell, Whitefish, Bigfork and Glacier National Park.	MAG	82,000		, ,		v
0/1/03	National Geographic	Tatricad	Amanda bjerke	bigiork and Glacier National Fark.	ITIAG	02,000	1000	ψ11,500.50	Glacici	†
8/1/09	Adventure	The Real Little Bighorn	Robert Earle Howells.	Go Native cultural tours of the Little Bighorn area.	MAG	595,617	200	\$17,579.28	Custer Russell, Custer,	Υ .
8/1/09	Meetings West	The Ranch Life	Dana Enfinger	Ranching vacations across Montana.	MAG	31,022	800	\$4,511.68		Υ
8/1/09	Camping Life Magazine	10 More Must-Do: The National Park List	Stuart Bourdon	Glacier National Park included on national park must-see piece.	MAG	85,765	200	\$1,952.16	Glacier	V
						,				†
	The Advocate	Easy Rider	Ted Loos	Lazy E-L Ranching vacation near Red Lodge featured.	MAG	169,289			Yellowstone	N
8/1/09	Climbing	Northward Migration	Sam Magro	Rock climbing scene in Bozeman area.	MAG	44,349	800	\$4,640.00	Yellowstone	<u> Y</u>
8/1/09	Sherman's Travel	Dude Ranches	Becca Bergman		MAG	200,000	600	\$13,939.20	Glacier	Υ
8/1/09	Food & Wine	Green Escapes	Jen Murphy	The Lodge at Sun Ranch included as a green luxury vacation property.	MAG	927,648	100	\$10,553.40	Gold West	N
8/1/09	La Porte Herald-Argus	Blue Skies		Photo piece of Great Falls Rodeo, mentions 'Tough Enough To Wear Pink' night.	NP	11,251	200	\$451.36	Russell	N
		Go With the Flow, Lazy Summer								
8/2/09	The Dallas Morning News	Days on the River	Lynn O'Rourke Hayes	Madison River included on river floating travel feature.	NP	520,215	200	\$24,239.28	Gold West	Υ
8/5/09	usatoday.com	10 Great Places to See Through A Novelist's Eye	Kathy Baruffi	Paws Up Resort and the Montana scenery surrounding the resort included in inspiring places travel piece.	WEB	70,389	400	\$33,041.36	Glacier	N
8/6/09	usatoday.com	Yellowstone Reports Record Visitors in July	AP	Visitation at highest levels for July in Yellowstone National Park.	WEB	70,389	200	\$16,520.68	Yellowstone	N
	cbs4denver.com	Yellowstone Numbers Hit All- Time High in July	AP	AP story, record July visitation to YNP.	WEB	1,574		, ,	Yellowstone	N
	usatoday.com	Yellowstone Reports Record Visitors in July		Visitation at highest levels for July in Yellowstone National	WEB	70,389		·		N
	,	•	AP							
8/3/09	denverpost.com	Visits Soaring in Yellowstone Blank Found Paradise in Solitude		Record number of visitation to Yellowstone National Park.  Falcons owner Arthur Blank and his affinity for the Mountain	WEB	7,195	200	\$1,000.72	Yellowstone	N
8/6/09	Ajc.com	of MT	Jeff Schultz	Sky Guest Ranch in Paradise Valley.	WEB	31,223	800	\$29,312.80	Yellowstone	N
8/9/09	honoluluadvertiser.com	The Greatest Mainland Road Trips	Irene Croft Jr.	Beartooth Highway included in stunning road trip travel piece.	WEB	5,269	200	\$1,236.68	Yellowstone	N
									Missouri River,	
8/9/09	courant.com	Float, Ride A Lift, Take A Train	Phil Marty	Montana River Outfitters' Missouri River trips included.	WEB	4,086	200	\$959.00		N
8/9/09	The Hartford Courant	Float, Ride A Lift, Take A Train	Phil Marty	Montana River Outfitter's guided trips on the Missouri River included in travel piece.	NP	237,933	200	\$12,554.10	Missouri River, Russell	N
8/9/09	The Atlanta Journal- Constitution	Roughing It In Comfort	Anne Z. Cooke	Travel feature on the Resort at Paws Up and surrounding area.	NP	475,988	550	\$65,266.50	Glacier	Y
	Spokane Spokesman-Review		Mike Brodwater	Glacier National Park's successful shuttle system makes park easy to access.	NP	117,828				Y
	baltimoresun.com	Yellowstone National Park	Danielle Perlin	Exploration and lodging in Yellowstone National Park, nice Rick Hoeninghausen quote!	WEB	11,615				N
3/ 10/09	Data Horesum Com	Yellowstone National Park	Danielle i Ciliii	rick Hoellinghauben quote:	1112	11,013	000	φ10,907.40	1 CHOWSCOTTE	+ -
8/10/09	baltimoresun.com	Pictures	Bryan Harry	Photo essay of wildlife and views in Yellowstone National Park.	WEB	11,615	800	\$10,904.48	Yellowstone	N

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8/10/09	omaha.com	Unearth Fossil History at Library	John Keenan	Montana's Hell Creek dino formation included.	WEB	2,732	2 200	\$641.20	Missour River	N
8/11/09	boston.com	Guests of Montana's Three Falls Inn Enjoy Wild and Not So Wild Travel Adventures	editors	The Three Falls Inn located in the Seeley-Swan Valley featured.	WEB	40,168	8 600	\$28,282.92	Glacier	N
		Following the Route of Lewis & Clark on the Missouri River		Recap of a canoe trip down the wild and scenic portion of the Missouri River.	WEB				Missouri River,	
8/11/09	auburnjournal.com	End of Summer \$99 Dude Ranch	I .	320 Ranch in Gallatin Canyon near Big Sky offering end of		199				N
8/11/09	latimes.com	Special Rate	editors	season rates. Nice photos of property included.	WEB	37,038	800	\$34,772.16	Yellowstone	<u> </u>
0 /4 2 /00		50 Authentic American		The skate parks of Montana (particularly the Great Falls skate		22.07		+40 262 20		
8/13/09	time.com	Experiences 2009	Reed Tucker	park) featured. Nice Heath Korvola photo!	WEB	22,077	400	\$10,363.20	Russell	<u> Y</u>
8/14/09	cbsnews.com	A Step Up from Camping-Go Glamping!	Sarah Kantrowitz	Paws Up Resort included in glamorous camping round up.	WEB	28,928	200	\$6,993.24	Glacier	N
8/16/09	stltoday.com	Bring It On Home: Montana		Reader vacation photos of Glacier National Park.	WEB	12,353	400	\$5,972.56	Glacier	N
8/14/09	about.com	Climb Your Heart Out in Montana's Glacier Country	Lois Friedland	Rock climbing areas in Glacier country featured.	WEB	278,414	800	\$269,222.72	Glacier	Y
		10 Great Places to Eye Tigers,								
8/14/09	USA Today	More	Rebecca Heslin	Mega fauna in Yellowstone National Park.	NP	2,293,310	100	\$10,410.90	Yellowstone	N
8/15/09	foxnews.com	Obama Wraps Up His Montana Tour	Anne McGinn	Update on President Obama's travels through Yellowstone National Park.	WEB	267,367	200	\$64,635.12	Yellowstone	N
		Obama Wins Over a Montana		Comments on positive visit for President Obama to Bozeman		,				
8/14/09	csmonitor.com	Crowd on Healthcare	Todd Wilkinson	area.	WEB	3,617	800	\$3,497.60	Yellowstone	N
8/14/09	reuters.com	Something Fishy About Obama's MT Visit	Matt Spetalnick	President Obama fly fishing on the Gallatin River.	WEB	97,363	400	\$42,465.20	Yellowstone	N
8/14/09	time.com	Obama in Montana: No Fireworks, Inside or Out	Pat Dawson	President Obama's visit to Bozeman, MT.	WEB	28,530	800	\$27,588.16	Yellowstone	N
8/14/09	cnn.com	Obama's Apt Metaphor for Health Care Pitch	Shawna Shepherd	Obama's fly-fishing excursion near Bozeman compared to his potential success with health care reform.	WEB	1,005,364	400	\$486,087.03	Vallowstone	l <sub>N</sub>
0/14/09	CHILCOH	Obama Makes Good on MT Fly-	Shawna Shepheru	President Obama went fly fishing on the Gallatin River with	IVVLD	1,003,304	400	3460,067.03	renowstone	+IN
8/15/09	google.com	fishing Promise	Matt Gouras	Sweetwater Fly Shop owner Dan Vermillion.	WEB	26,349,927	800	\$4,748,744.50	Yellowstone	N
8/16/09	suntimes.com	President Catches Six Trout	  Matt Gouras	For his first fly fishing outing, President Obama fishes on the Gallatin River near Bozeman.	WEB	17,445	400	\$8,434.56	Yellowstone	N
	bostonherald.com	Obama Makes Good on MT Fly- fishing Promise	Matt Gouras	President Obama fly-fishing on the Gallatin River near Bozeman.	WEB	9,099			Yellowstone	N
57 = 57 5 5				President Obama's visit to Bozeman which included fly fishing				77,000		
0/16/00		Go West, Mr. President, to	l a D	on the Gallatin River as well as a trip to Yellowstone National	\\\	157.510		+152 217 02	Walle alone	<b> </b>
8/16/09	nytimes.com	America's Wilderness	AP	Park and Big Sky Resort.	WEB	157,518	800	\$152,317.92	Yellowstone	N
9/7/09	baltimoresun.com	Obama Fly Fishing Montana	Dan Rodrick	President Obama fly fishing on the Gallatin River.	WEB	11,914	400	\$5,760.32	Yellowstone	N
9/10/09	about.com	President Obama Fly Fishing the East Gallatin	Pete Souza	Photos of the president fly fishing.	WEB	278,414	200	\$67,305.68	Yellowstone	N
	time.com	The Obamas: Stopping Traffic in Yellowstone	Pat Dawson	President Obama and family visit Big Sky, Bozeman and Yellowstone National Park.	WEB	28,530			Yellowstone	N
	about.com	Fly Fishing with President Obama a Trip to Remember	Brian Milne	Bio of the Vermillion Brothers who own Sweetwater Travel in Livingston and their adventure with President Obama.	WEB	278,414				N
		MT Fly Fishing Catching Tons of		Recap of President Obama's visit and Forbes article naming						
8/24/09	about.com	Exposure	Brian Milne	MT one of the best places to fish.	WEB	278,414	400	\$134,611.36	reliowstone	N
8/16/09	about.com	President Obama Gives Fly- fishing A Try	Brian Milne	Obama fishing the Gallatin River near Bozeman.	WEB	278,414	400	\$134,611.36	Yellowstone	N

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Publicity						l lw	ord			
	Media Source	Title	Journalist	Description	Туре	Circulation Co		<b>Publicity Value</b>	Region	Assist
8/16/09	dailymail.com	Obama & Family Go West	AP	President Obama visits Bozeman, Big Sky, Yellowstone National Park.	WEB	4,205	400		Yellowstone	N
	usatoday.com	Obama & Family Go West	AP	President Obama visits Bozeman, Big Sky, and Yellowstone National Park.	WEB	76,690	400		Yellowstone	N
, ,		North America's Top 10 Trout-						. ,	Yellowstone,	1
8/19/09	forbes.com	Fishing Towns	Monte Burke	West Yellowstone, Missoula featured.	WEB	78,603	400	\$34,282.96	Glacier	N
8/18/09	goodhousekeeping.com	Where Is Your Paradise?	Lynn O'Rourke Hayes	Rainbow Ranch and KC Ranch River Camp included in vacation feature.	WEB	4,528	400	\$528.00	Yellowstone	Y
8/18/09	examiner.com	Climb to the Sky on Going to the Sun Road	Pauline Dolinski	Driving the Going to the Sun Road in Glacier NP.	WEB	8,865	600	\$6,429.24	Glacier	N
8/18/09	Chicago Tribune	5 National Parks to See Before You Die	Debbie K. Hardin	Yellowstone National Park included.	NP	501,202	200	\$21,530.08	Yellowstone	Υ
8/22/09	wsj.com	Glamping: Its Time Is Coming	E. Kinney Zalesne	The Resort at Paws Up mentioned in travel trends piece.	WEB	44,627	200	\$10,788.44	Glacier	N
8/23/09	dirtrider.com	Big Sky, MT Hosts Off Road Race	Jesse Ziegler	Dirt biking race being held at Big Sky Resort.	WEB	252	600	\$182.76	Yellowstone	N
8/23/09	The Des Moines Register	On the Trail of Lewis and Clark	Beverly Nedved Amoroso	Fort Peck, Lolo Pass, and Yellowstone National Park featured as Montana stops for Lewis and Clark.	NP	219,745	200	\$9,499.62	Yellowstone, Glacier, Missouri River	N
8/28/09	sandiegoreader.com	Glacier National Park	Dominic DeGrazier	Hiking in Glacier National Park.	WEB	242	400	\$117.04	Glacier	N
8/30/09	The San Diego Union-Tribune	Tubes Offer A Great Seat for Seeing the Scenery	Lynn O'Rourke Hayes	Madison River included as must-tube river.	NP	342,384	120	\$9,988.35	Gold West	Y
9/1/09	viamagazine.com	Libby, Montana	Lynn Donaldson	Libby Nordicfest and dining and lodging in the timber town.	WEB	487	800	\$255.52	Glacier	Y
9/1/09	AAA Ohio Motorist	Winter in Yellowstone	Tony Mayar	Winter recreation/lodging in Yellowstone National Park.	MAG	407,256	1600	\$15,976.32	Yellowstone	Y
9/1/09	American Cowboy	Gathering Momentum	Jeri L. Dobrowski	National Folk Festival and Butte, Montana included.	MAG	94,907	400	\$2,791.84	Gold West	Y
9/1/09	Sierra	Parks As Arks	Joan Hamilton	Glacier National Park's changing environment featured in changing parks travel feature.	MAG	612,221	800	\$42,930.88	Glacier	N
9/1/09	AAA Via MountainWest	Where There's A Will, There's A Way	Corrine Garcia	Mapmaker Will Robertson and the Yellowstone/Bozeman area.	MAG	97,000	200	\$892.72	Yellowstone	Y
9/1/09	AAA Via MountainWest	Standout Art	Lynn Donaldson	Sculptor from Havre's fencepost art.	MAG	97,000	200	\$892.72	Russell	Y
9/1/09	AAA Via MountainWest	Libby, Montana	Lynn Donaldson	Libby's Nordicfest and town amenities featured.	MAG	97,000	800	\$3,570.88	Glacier	Y
9/1/09	AAA Via MountainWest	Seeley Lake	Lynn Donaldson	Travel piece to Seeley Lake including lodging and dining recommendations.	MAG	97,000	1600	\$7,141.76	Glacier	Y
9/1/09	Mountain Living	2009 Home of the Year	Norman Kolpas	Rustic home in the Yellowstone Club of Big Sky featured as home of the year.	MAG	50,000	1600	\$15,788.16	Yellowstone	N
9/1/09	Where To Retire	Cool Retreats For Seasonal Fun	Mary Ann Hemphill	Helena's summertime arts scene and Canyon Ferry Lake featured.	MAG	220,000	400	\$5,293.76	Gold West	Υ
9/1/09	Group Travel Leader	Missoula Diversifies	Herb Sparrow	Dining, lodging, recreation and nightlife in Missoula.	MAG	30,007	1000	\$4,962.00	Glacier	Υ
9/1/09	Conde Nast Traveler	In Nature's Cathedrals	editors	Glacier National Park and Yellowstone National Park included in great parks round up.	MAG	827,503	800	\$99,694.08	Glacier	Y
0/4/65	Date Control March	It's All About the Down-ing: Downing Mountain Lodge,	Lacra Birl			10.000	000	1F 000 00	Classic	
9/1/09	Back Country Magazine	Montana	Lance Riek	Makes the lodge and surrounding skiing sound very inviting.	MAG	19,200	800	\$5,000.00	Glacier	<del> </del>
9/2/09	latimes.com	A Family Break By The Lake	Lynn O'Rourke Hayes	Flathead Lake Lodge in Bigfork included.	WEB	41,405	200	\$10,009.52	Glacier	Υ

Publicity							Word			
	Media Source	Title	Journalist	Description	Туре	Circulation	Count	Publicity Value	Region	Assist
9/3/09	msnbc.com	Rounding Up Wild Horses in Montana	Petra Cahill	Managing the wild horse herd in the Pryor Mountains.	WEB	19,879	600	\$14,417.04	Custer	N
9/4/09	spokesmanreview.com	Fall in the Saddle-Montana by Horseback	Jean Arthur	Horseback riding around Many Glacier/Whitefish area.	WEB	1,533	800	\$1,482.40	Glacier	Υ
9/7/09	kitsapsun.com	It's the Perfect Time to See Some Animals	Seabury Blair Jr.	Glacier and Yellowstone National Parks included.	WEB	664	200	\$160.52	Yellowstone, Glacier	Υ
	nytimes.com	From A Porch in Montana, Low- Power Radio's Voice Rises	Kirk Johnson	Creston, Montana man's public radio station.	WEB	157,518	800	\$152,317.92	Glacier	N
9/7/09	canada.com	Slice of Americana Amid Autumn Beauty	Graeme Morton	Ennis, Madison Valley, and Yellowstone National Park included in fall foliage road trip.	WEB	6,215		\$3,004.88	Gold West, Yellowstone	N
	washingtonpost.com	Into The Wild	William Powers	Grizzly bear viewing in Yellowstone and Glacier National Parks.	WEB	63,669			Yellowstone,	N
	marionstar.com	Traveling West to Glacier National Park	Richard & Wanda Straus	Road trip to Glacier National Park, includes Browning, Kalispell, and high line areas of Montana.	WEB	692			Glacier, Missouri River	N
	Los Angeles Times	From Wyoming, Take in Montana's Majesty	Angela Karlan photo	Photo of the day of the Beartooth Plateau.	NP	1,271,905		·	Yellowstone	N
	abcnews.com	Conde Nast Traveler Recommends 10 National Parks	, , , , , , , , , , , , , , , , , , ,	Glacier and Yellowstone National Park are included in scenic	WEB	8,387		, ,	Yellowstone,	Υ
	bnd.com	Ways to Learn About American Indian Culture	Lynn O'Rourke Hayes	Little Bighorn Battlefield included in Native American Culture Round-Up.	WEB	2,357		. ,		Υ
	msn.com	NaturEner Plans Another Huge MT Wind Farm	AP	Plans for another wind farm on the Rocky Mountain front near Great Falls.	WEB	2,394,960				N
9/15/09	New York Post	Dive Into Butte	Mark Ellwood	Quirky community of Butte's history and appeal.	NP	558,140		\$89,020.05	Gold West	Υ
9/17/09	cnbc.com	Frontier Increases Air Service for Bozeman	Airline Industry	Frontier adds Frequencies to Popular Lynx Destinations Additional Aircraft Means More Service in Bozeman, Oklahoma City and Durango.	WEB	86,186	400	\$37,590.32	Yellowstone	N
9/17/09	associatedcontent.com	Montana: The Land and Its People	Anthony Willard	Broad based article about the amenities of Montana, does include specific mentions of Glacier and Yellowstone National Park.	WEB	65,776	800	\$31,794.72	Yellowstone, Glacier	N
9/17/09	nypost.com	50 States: Montana	Mark Elwood	Cultural and historic tour of Butte's attractions.	WEB	28,047	1600	\$54,242.24	Gold West	Υ
9/20/10	Travel Channel	No Reservations with Anthony Bourdain	Anthony Bourdain	Anthony Bourdain explores the Livingston area, spotlighting great eats and interviewing local characters. (1 hour)	TV	50,000,000		\$2,105,930.00	Yellowstone	N
9/20/09	usaweekend.com	10 National Parks You Don't Want to Miss	Ken Burns	Yellowstone and Glacier National Parks included in Ken Burns documentary teaser.	WEB	538	400	\$260.08	Yellowstone, Glacier	N
9/27/09	sfgate.com	Sperry Chalet: \$285 a Night, No Flush Toilet	Josh Green	Glacier National Park's backcountry lodges and hiking opportunities.	WEB	32,802	1000	\$39,648.80	Glacier	N
9/27/09	bendbulletin.com	American On Rails	Penny Nakamura	Glacier National Park and the Empire Builder featured in cross country train journey.	WEB	254		\$184.20	Glacier	N
9/28/09	vvdailypress.com	This Land is Our Land		Ken Burns national parks series, nice mentions of Glacier and	WEB	2,589	400	\$1,251.76	Glacier, Yellowstone	N
9/28/09	about.com	Whitefish Mountain Resort	Mike Doyle	Skiing and lodging at Whitefish Mountain Resort.	WEB	278,414		\$134,611.36	Glacier	Υ
9/28/09	about.com	Whitefish Mountain Resort	Mike Doyle	The ski community of Whitefish winter amenities.	WEB	278,414	200	\$67,305.68	Glacier	Υ
9/28/09	about.com	Skiing Whitefish Mountain Resort-One Big Mountain	Mike Doyle	Detailed description of skiing at WMR near Whitefish.	WEB	278,414	1000	\$336,528.41	Glacier	Υ
10/1/09	American Cowboy	Ghost Towns of the West	Lisa Fields	Bannack featured, also Virginia City, Garnet, Granite, Elkhorn and Nevada City mentioned.	MAG	94,907	1600	\$11,167.36	Gold West	Υ

Publicity							Word			T
	Media Source	Title	Journalist	Description	Туре	Circulation		Publicity Value	Region	Assist
10/1/00	American Cowboy	Pick of the Glitter	Lorna Thackeray	Montana silversmith from Columbus area.	MAG	94,907	1600		Yellowstone	V
10/1/09	American cowboy	FICK OF THE GILLER	Lorna mackeray	Piontana silversimiti from Columbus area.	IMAG	34,307	1000	\$11,107.50	renowstone	+'
10/1/09	Reader's Digest	New West	Steve Chapple	American Prairie Foundation's efforts near Malta.	MAG	8,445,916	800	\$493,189.09	Missouri River	N
10/1/09	Outside	Take A Hike	Peter Van Noordennen	Big Sky Resort's Big Couloir featured as avy-savy terrain.	MAG	694,244	200	\$21,109.28	Yellowstone	Υ
		ļ		Lone Mountain Ranch's lodging, backcountry skiing and	l				l	
10/1/09		Winter Retreats	editors	snowshoeing opportunities.	MAG	694,244	200	\$21,109.28	Yellowstone	<u> Y</u>
10/1/00	Arthur Frommer's Budget Travel Magazine	10 Coolest Small Towns in America	editors	The community of Whitefish featured!	MAG	630,689	400	\$23,657.60	Clasion	V
10/1/09	Traver Magazine	America	euitors		IMAG	030,069	400	\$23,037.00	Giaciei	+
10/1/09	Outside	The Amateurs	photo special	Conrad Anker's photography included, nice Yellowstone National Park and Bozeman mentions.	MAG	694,244	200	\$21,109.28	Yellowstone	Y
10/1/09	Outside	Big Shots	photo special	Yellowstone National Park and Montana included as a great place to get wildlife photos.	MAG	694,244	200	\$21,109.28	Yellowstone	Y
-, ,	National Geographic		Greg Melville and			,		/		
10/1/09	Adventure	Where to Live and Play, Now!	Sarah Tuff	Bozeman featured as the best town to raise a family.	MAG	595,617	800	\$79,106.88	Yellowstone	Υ
10/1/09	Trail Runner	Best In Dirt	Ashley Arnold, Jeremy Duncan, & Stefanie Kilts	Helena included in round-up of top trail running towns.	MAG	21,763	800	\$3,198,40	Gold West	Y
10/1/03	Train Rainnei	3650 211 2110	- Cterume ranes	Treferra meraded in round up or cop train running torms.	1	217.00		ψ3/130110	00.0 11000	1
10/1/09	Powder	Five Bars to Get Your Ass Kicked	editors	The Black Bear Bar and Grill in Big Sky included.	MAG	110,000	200	\$1,999.04	Yellowstone	Y
10/1/09	Flying Adventures	Art With A Hitch	editors	Horse hair artwork produced by prisoner's at the Deer Lodge prison.	MAG	135,858	800	\$9,100.80	Gold West	N
10/1/09	Backpacker	Vanishing Act	Michael Behar	Exploring Yellowstone National Park's northern reaches.	MAG	346,200	2400	\$140,478.70	Yellowstone	Y
10/1/09	Backpacker	Battlefield Hikes	editors	Big Hole Battlefield included in top 2 battlefield hikes.	MAG	346,200	200	\$11,706.56	Gold West	Υ
10/1/09	Backpacker	Wood Lake	editors	Weekend adventure to Wood Lake in the Beartooth Mtns.	MAG	346,200	800	\$46,826.24	Yellowstone	Y
10/1/09	Group Tour Magazine	Take the Glacier Loop	Jan Watkins	Exploring Glacier National Park; Whitefish, Browning, etc.	MAG	15,000	800	\$5,287.04	Glacier	Y
10/1/09	Group Tour Magazine	Down on the Ranch		Tours to the Grant Kohr's Ranch.	MAG	15,000	800	\$5.287.04	Gold West	Y
20/ 1/03	Croup rour riagazine	Down on the Hallen		Glacier and Yellowstone National Parks included for superb	1	13,000		φ3/20/10 !	Glacier,	†
10/1/09	Motorhome	In Search of Wildlife	Ron Dalby	wildlife viewing.	MAG	138,365	200	\$3,722.72	Yellowstone	N
10/1/09	Skiing Magazine	2010 Resort Awards	editors	Big Sky Resort is named 'Most Powerful Royal Family' for extreme skiers on the mountain.	MAG	311,176	200	\$6,689.04	Yellowstone	Y
10/1/09	Skiing Magazine	2010 Resort Awards	editors	Turner Mountain is named 'Friendliest Locals.'	MAG	311,176	200	\$6,689.04	Glacier	Υ
				Whitefish Mountain Resort ranked at #19 in the polls for its						
10/1/09	Ski Magazine	2010 Resort Reader Survey	editors	great snowpack and mellow vibe.	MAG	406,425	600	\$30,573.84	Glacier	<u> Y</u>
10/1/09	Ski Magazine	2010 Resort Reader Survey	editors	Big Sky Resort named #22 for its incredible terrain.	MAG	406,425	400	\$20,382.56	Yellowstone	Υ
10/1/09	Cross Country Skier	Rocky Mountain Ranch Round- Up	Gigi Ragland	Swan Mountain Ranch and Lone Mountain Ranch included in Nordic ski destination.	MAG	30,000	1000	\$3,792.00	Glacier, Yellowstone	Y
	Elegant Bride	Wilderness Retreat	Emma Sloley	Resort at Paws Up featured as a wilderness honeymoon locale.	MAG	133,401				Y
10/1/09	Horizon Air	Compelling Lineup	Mitchell Burbick	Archie Bray and the 'Live at the Civic' concert series.	MAG	27,054	200	\$1,572.16	Gold West	N
				Snowmobiling travel piece on the Flathead Valley area						1
10/1/09	Snowest	Piece By Piece	Lane Lindstrom	including Whitefish Mountain Resort.	MAG	89,300	1600	\$10,296.96	Glacier	Y

Publicity Date	Media Source	Title	Journalist	Description	Туре	Circulation	Word Count	Publicity Value	Region	Assist
	Destinations	National Folk Festival	editors	Brief on the 2010 National Folk Festival dates, also mention of proximity to Glacier National Park.	MAG	6,000		-	Gold West,	Y
, ,	Camping Life	50 States of Fall	Stuart Bourdon and Sylvia Alarid	Glacier National Park area as well as Custer and Gallatin National Forests included for fall foliage watchers.	MAG	75,831			Yellowstone, Glacier, Custer	N
10/1/09	Northwest Travel	Bridger Mountain Bird Fest	editors	Annual celebration of the migration of golden eagles in Bridger Bowl Ski Area.	MAG	40,000	400	\$1,255.52	Yellowstone	Υ
10/1/09	Audubon	Audubon Field Guide	Kenn Kaufman	Glacier National Park including in birding travel piece.	MAG	410,926	200	\$8,971.84	Glacier	N
10/1/09	Motorhome	Discovering the Call of the Wild	Bert Gildart	Summertime exploration in Yellowstone National Park and West Yellowstone.	MAG	138,365	2000	<del>                                     </del>	Yellowstone	Υ
10/4/09	San Francisco Chronicle	The Wild, Wild West	John Flinn	Road trip across the US, includes stops on the Beartooth Highway and Glacier National Park.	NP	354,752	266		Glacier, Yellowstone	N
10/4/09	Houston Chronicle	Foliage Smackdown	Beth J. Harpaz	Missoula, Blackfoot River, and the Swan Valley included in fall colors piece.	NP	583,364	200	\$19,106.20	Glacier	Υ
10/5/09	Sportsman Channel	Sportsman Channel	Scott Linden	Wingshooting USA episode showcased MT pheasants in the creekbeds at Eagle Nest Lodge. (24 min)	TV	60,000,000		\$96,000.00	Custer	Y
10/26/09	Sportsman Channel	Sportsman Channel	Scott Linden	Wingshooting USA episode showcased MT pheasants in the creekbeds at Eagle Nest Lodge. (24 min)	TV	60,000,000		\$96,000.00	Custer	Y
11/9/09	Sportsman Channel	Sportsman Channel	Scott Linden	Wingshooting USA episode featuring Hungarian partridge hunting in rolling meadows and woods near Hardin. (24 min)	TV	60,000,000		\$96,000.00	Custer	Y
11/30/09	Sportsman Channel	Sportsman Channel	Scott Linden	Wingshooting USA episode featuring pheasant hunting in the fields of Central MT. (24 min)	TV	60,000,000		\$96,000.00	Custer	Υ
10/14/09	Chicago Sun-Times	Picture Perfect in Montana	Lori Rackl	Travel feature on artist retreats at Triple Creek Ranch.	NP	391,000	800	\$66,675.00	Glacier	Υ
11/1/09	Conde Nast Traveler	10 Perfect Days in Big Sky Country	editors	GLOWING travel feature on a sample luxury vacation including Whitefish/Glacier National Park, Helena, Bozeman and Yellowstone National Park.	MAG	820,217	3000		Yellowstone, Glacier, Gold West	Y
10/16/09	concierge.com	10 Perfect Days in Big Sky Country	editors	GLOWING travel piece on a sample vacation that begins in Whitefish/Glacier National Park, through Helena, Bozeman and Yellowstone National Park.	WEB	7,901	3000		Yellowstone, Glacier, Gold West	Y
10/18/09	Post-Bulletin	Yellowstone, Grand Teton are Perfect National Parks for Winter	Jan Durbahn	A winter visit to the steaming geysers of Old Faithful.	NP	48,557	200	\$1,636.44	Yellowstone	N
10/19/09	News.bbc.co.uk	Montana Town Revels in Oil Boom	Kevin Connolly	Sidney, Montana featured in energy extraction piece.	WEB	53,194	1200	\$16,686.00	Missouri River	N
10/19/09	postbulletin.com	On the Go: Yellowstone, Grand Teton Are Perfect for Winter	Jan Durbahn	Winter trip to Yellowstone National Park.	WEB	1,421	600	\$1,030.56	Yellowstone	N
10/25/09	thenewstribune.com	Ski Guide 2009: 30 Ways to Play Like An Olympian	Craig Hill	Tommy Moe's run at Whitefish Mountain Resort included.	WEB	1,381	100	\$166.92	Glacier	N
10/25/09	latimes.com	At Yellowstone, Wolves and Winter Deals	Chris Erskine	Winter vacation packages in Yellowstone National Park.	WEB	41,405	200	\$10,009.52	Yellowstone	Υ
10/26/09	viamagazine.com	A Timeless Wonder in Central Montana	Amy Styx	The Grand Union hotel in Fort Benton featured.	WEB	487	200	\$63.88	Russell	Υ
11/1/09	orlandosentinel.com	Being There: Yellowstone National Park	Bob Shepardson	Winter: Most Wonderful Time of the Year Yellowstone National Park's winter attractions.	WEB	9,149	200	\$2,211.76	Yellowstone	N
11/1/09	dallasnews.com	Western Ski Country Fireplaces Bring Warm Glow	Walt Roessing	Moonlight Basin's lodge fireplace featured.	WEB	16,149	200	\$3,903.96	Yellowstone	Υ

Publicity						a	Word			
Date	Media Source	Title	Journalist	Description	Туре	Circulation	Count	Publicity Value	Region	Assist
11/1/09	msn.com	20 Picture-Perfect Towns	Rob Baedeker	Dillon included (however, it's a photo of Bannack).	WEB	   10,411,317	200	\$928,360.75	Gold West	N
	Mountain Living	A Grand Gathering Place	Norman Kolpas	Luxury home in Whitefish featured, and skiing at Whitefish Mountain Resort included.	MAG	50,000				N
11/1/09	-	Winter Tracks	Peter Frick-Wright	Backcountry ski adventure via rail, car, and skin track in the Whitefish/Essex/Glacier National Park area.	MAG	612,221	2000	\$107,327.20	Glacier	Υ
11/1/09	National Geographic Adventure	Bitterroot Bonanza	Claire Martin	Weekend travel sampler of ROW Adventures trips to the Bitterroot Mountains.	MAG	595,617	200	\$19,776.72	Glacier	Υ
11/1/09	Rocky Mountain Sports Magazine	Mountain Gallery	Charlie Eubank	Beautiful shot of the Cenntenial Valley by Charlie Eubank	MAG	100,000	600	\$5.249.28	Gold West	<sub>Y</sub>
11/1/03	Rocky Mountain Sports	Trountain Gallery	Charife Edbank	Bedaciral shot of the cerimental valley by charite Eabarik	1 1/10	100,000		ψ3/2 13.20	Glacier,	†
11/1/09	Magazine	2009 Resort Guide	editors	Big Sky Resort and Whitefish Mountain Resort featured.	MAG	100,000	1600	\$13,998.08	Yellowstone	Υ
11/1/09	Powder	The Crow's Nest	Emily Stifler	Backcountry skiing in the Absaroka Beartooth Wilderness on Black Mountain.	MAG	110,000	1600	\$15,992.32	Yellowstone	Υ
11/1/09	Powder	The Room	Dan Kostrzewski	A slice of life piece on a visit to the Glacier Park Lodge in East Glacier.	MAG	110,000	400	\$3,998.08	Glacier	Υ
11/1/09	Powder	2010 Resort Guide	editors	Big Sky Resort and Bridger Bowl featured.	MAG	110,000	1600	\$15,992.32	Yellowstone	Y
11/1/09	Frequency	Powder Thursdays: Lost Trail, MT	Jeff Hawe	Powder stashes at Lost Trail, after a mid-week closure.	MAG	10,000	1600	\$1,457.00	Gold West	Υ
11/1/09	Via	The Go List	editors	Huckleberry shakes at the Pickle Barrel in Bozeman included.	MAG	2,824,461	200	\$8,927.44	Yellowstone	Υ
	AAA Via MountainWest	Places for Hot and Spicy Food	editors	Rib and Chop House in Livingston, Miles City, and Billings included.	MAG	97,000		\$892.72	Custer, Yellowstone	Y
	AAA Via MountainWest	A Timeless Wonder in Eastern MT	Amy Stix	Grand Union Hotel in Fort Benton featured.	MAG	97,000				Y
	AAA Via MountainWest	Go Whitefish		Winter dining and recreation in Whitefish.	MAG	97,000				Y
	AAA Via MountainWest	Three Spots to Ski and Soak	editors	Discovery Ski Resort and nearby Fairmont Hot Springs featured.	MAG	97,000			Gold West	Υ
11/1/09	National Geographic Traveler	133 Places Rated	Jay Walljasper	Yellowstone National Park area has good park management.	WEB	723,657	400	\$18,433.04	Yellowstone	Υ
11/1/09	Outdoor Photographer	A Wolf In Shooter's Clothing		Wild wolf happens upon a photo shoot in 'rural Montana.' Great shot.	MAG	219,838	800	\$28,972.80		N
11/1/09	Wild Blue Yonder	Go West, You Skiers	Pieter van Noordennen	Big Sky Resort lead the article and is the cover shot, named `First for Families` for its child-friendly atmosphere.	MAG	60,000	1600	\$20,446.08	Yellowstone	N
11/1/09	Skiing Magazine	Happy Camper	Christina Erb	Spotlights Montana Backcountry Adventures Bell Lake Yurt.	MAG	311,176	800	\$26,756.16	Yellowstone	Υ
11/1/09	Skiing Magazine	Private Powder	Jake Bogoch	STUNNING feature story on renting out Turner Mountain for a day, nice mention of Whitefish Mountain Resort and other Montana ski areas. Great piece.	MAG	311,176	5600	\$187,293.09	Glacier	Y
	Cabin Life	Life Keeps Getting Better	Mark Johnson	Florida couple builds dream log home near Sula. Nice mention of surrounding Bitterroot Mountains.	MAG	70,382			Glacier	N
	Cabin Life	Winter At Glory Ranch	Robyn Roehm Cannon	Family ranch retreat near St. Ignatius and the Mission	MAG	70,382				N
				Lodging, dining and summer activities in the Swan Valley, around Whitefish and Glacier National Park, and Flathead						
11/1/09	Meetings West	Wow! Glacier Country	Jack Boulware		MAG	31,017	1600	\$9,475.20	Glacier	<u> </u>
11/1/09	Horizon Air Magazine	Winter Storytelling	Mitchell Burbick	Native American storytelling at Traveler's Rest State Park near Lolo.	MAG	27,054	200	\$1,572.16	Glacier	Υ

Publicity							Word			
	Media Source	Title	Journalist	Description	Туре	Circulation		Publicity Value	Region	Assist
				Various Montana locations included including West					Yellowstone,	
11/1/09	Snowest	Western Guide to Snowmobiling	editors	Yellowstone, Cooke City and Seeley/Swan area.	MAG	89,300	1600	\$10,296.96	Glacier, Russell	Y
				Big Sky Resort, Moonlight Basin, and Lone Mountain Ranch	1	03,000		Ψ=0/=00.00	Ciaciei, itaeseii	
11/1/09	Forbes	Rocky Mountain Perfection	Kurt Repanshek	included.	MAG	919,742	400	\$56,705.12	Yellowstone	Υ
		Eco Escape: Glacier National		Hiking and biking in and around Glacier National Park with						
11/1/09	Travel + Leisure	Park	editors	Austin-Lehman Adventures.	MAG	960,147	600	\$82,158.24	Glacier	N
11/1/00	Chuttanhua	Glacier NP: Big Sky and Great	Diale Charamata	Dhataguanhu annautumitias agus Clasiau National Daul	MAG	116 496	1,000	#16 FF4 99	Clasian	
11/1/09	Shutterbug	Views	Rick Sheremeto	Photography opportunities across Glacier National Park.  Snowmobile destinations around the state including the	MAG	116,486	1600	\$16,554.88	Glacier,	1
11/1/09	American Snowmobiler	Montana	editors	Seeley/Swan, West Yellowstone, and the Flathead Valley.	MAG	48,494	800	\$7,814.40	·	N
11/8/09	timesreporter.com	Cutting a New Path at Yellowstone		Handicapped accessible landscaping designer for Yellowstone National Park interviewed.	WEB	571	200	\$138.04	Yellowstone	N
11/8/09	denverpost.com	A Third of Species Could Be Mere Youngsters	АР	Jack Horner and Museum of the Rockies featured on dino hypothesis.	WEB	6,500	200	\$1,571.36	Yellowstone	N
11/8/09	Onthesnow.com	Discovery Basin Adds Lifts	Becky Lomax	New developments at Discovery Basin for 2009 season.	WEB	2,733	400	\$745.84	Gold West	\ V
11/0/09	Ontreshow.com	Yellowstone National Park in	Decky Lorrida	Photojournalism piece, stunning photos of geysers and hot	IVVLD	2,733	700	\$7+3.0+	Gold West	+'
11/8/09	latimes.com	Summer	Anne Cusack	pots in Yellowstone National Park.	WEB	38,895	800	\$37,611.04	Yellowstone	N
		Glacier National Park Welcomes								
11/8/09	about.com	Albino Black Bear	Lauren Himiak	Glacier National Park's unusual bear.	WEB	278,586	200	\$67,347.28	Glacier	N
11/13/09	spokesman.com		Bill Jennings	Lookout Pass ski area's weather patterns this fall bring heavy snow.	WEB	950	400	\$459.28	Glacier	N
11/14/00	goodhaugakaaning sam	A Snowy Day On The	Lynn O'Daurka Hayaa	A winter fly fishing day on the Velleystone Diver	WEB	F 102	400	#60E E3	Vallowatana	
11/14/09	goodhousekeeping.com	Yellowstone Go West, Get A Break at These		A winter fly fishing day on the Yellowstone River.  Big Sky and Moonlight Basin included in affordable ski round	WEB	5,193	400	\$005.52	Yellowstone	+
11/15/09	boston.com	Resorts	Kate Siber	lup.	WEB	43,743	200	\$10.574.72	Yellowstone	Y
, , , , , ,		10 Great Places for Famous		Historic Butte, Montana included and the Finlen Hotel is				1 -7-		
11/16/09	usatoday.com	Photography	Kathy Baruffi	featured.	WEB	75,719	200	\$18,304.84	Gold West	N
		Wildwood Rail Jam at Great								
11/17/09	transworldsnowboarding.com		Shane Stalling	Early season snowboarding event at Great Divide.	WEB	274	800	\$119.68	Gold West	Υ
11/22/09	spokesman.com	Shining Mountains at Whitefish Mountain Resort	Jean Arthur	Skiing, lodging, and dining options at Whitefish Mountain Resort and the community of Whitefish.	WEB	950	800	\$918.56	Glacier	V
11/22/09	эрокезтап.сот	Mountain Resort	May and Eddie	Resort and the community of Whitehsh.	IVVLD	930	000	\$910.50	Glaciei	+
11/22/09	The Tennessean	Wish You Were Here	, ,	Hiking trip to Glacier National Park. Included a nice photo.	NP	210,277	200	\$11,678.94	Glacier	N
		Girls' Getaway to Glacier								
11/22/09	The Arizona Republic	National Park	Anne-Marie Ryan	Ladies trip to Glacier National Park via Kalispell.	NP	516,562	200	\$19,502.60	Glacier	N
11/22/00		Traveling With the Stars: Wayne	IV-II C- I-	Wayne LOVES Montana, visited Flathead Lake area nine	L	72.004	200	+17.621.00	Clarata	
11/23/09	usatoday.com	Newton	Kelly Carter	times!	WEB	72,894	200	\$17,621.88	Glacier	N
11/28/09	spokesman.com	Ennis Weighs Resort Tax	AP	Community of Ennis interested in resort tax to boost their tourism-based economy.	WEB	950	400	\$459.28	Yellowstone	N
11/20/03	- Spokesmannesm	Fending Off Empty Holiday		couriem basea comemy:		333	100	ψ 133120	Telleviscone	†
11/28/09	cnn.com	Shelves	Catherine Clifford	Bozeman Fish Company included in small business piece.	WEB	225,183	200	\$26,670.68	Yellowstone	N
		Yellowstone Saves Its Richest								
11/20/02	lasta authorizata a	Wildlife Watching for Colder		Great travel feature about wolf/bison watching in Yellowstone	LWED.	7.004		17.626.63	Walle of	
11/29/09	miamiherald.com	Month Way Out West in the MT	William Kronholm	National Park, nice inclusions of Chico Hot Springs.	WEB	7,881	800	\$7,620.80	Yellowstone	<u> </u>
11/29/09	Austin American-Statesman	Way Out West in the MT Mountains	Vicky Rudy	Summer vacation to Bozeman, Yellowstone National Park, and Virginia/Nevada Cities.	NP	185,204	120	\$4 638 90	Yellowstone, Gold West	N
11/23/03	Addit American Statesman	Discover Wolves in Yellowstone	i	Mammoth Hot Springs, the Boiling River and Yellowstone	"	103,204	120	γ γ τ,030.30	JOIG WC3C	+ -
12/1/09	about.com	NP	Chisholm	National Park included in wolf watching piece.	WEB	268,788	400	\$129,957.28	Yellowstone	N

Publicity Date	Media Source	Title	Journalist	Description	Туре	Circulation	Word Count	Publicity Value	Region	Assist
				Piece on the shift of real-estate driven ski resort to pure bare- bones ski areas focused simply on the sport. Bridger Bowl, Big				•		
12/1/09	Powder	The Death of McSkiing	Matt Hansen	Sky, Moonlight Basin included.	MAG	110,000	800	\$7,996.16	Yellowstone	Y
12/1/09	Powder	Freedom Rock: Bridger Bowl's Schlasman's Chair Turns It Up	Matt Hansen	Advanced terrain off the Schlassman Lift at Bridger.	MAG	110,000	800	\$7,996.16	Yellowstone	Υ
12/1/09	Sunset	You Know You're in Big Sky When	Caroline Patterson	Skiing at Big Sky Resort and horse back riding at Jake's Horses and the 320 Ranch. Travel feature.	MAG	1,202,831	1000	\$116,230.00	Yellowstone	Υ
12/1/09	Sunset	The Dog Ate My Christmas	Rick Bass	Christmas tale from the Yaak Valley.	MAG	1,202,831	600	\$69,738.00	Glacier	N
	American Road & Racing	Toot Sweets	Albert Tanner, Albert Zweegen	The Parrot Confectionery in Helena included in sweet shop round up.	MAG	8,512		\$639.36	Gold West	Y
12/1/09	Courier	Powwow in the Rockies	Pat Henderson	The Crow and Blackfeet included.	MAG	6,000	800	\$3,245.44	Glacier, Custer, Russell	, N
12/1/09	Alaska Airlines Magazine	Ski It To Believe It	Tina Lassen	Big Sky Resort and Whitefish Mountain Resort included in ski area round up.	MAG	62,548	800	\$8,496.00	Glacier, Yellowstone	N
12/1/09	Snowest	Montana	editors	A broad overview of snowmobiling destinations across the state.	MAG	89,300	800	\$5.148.48	Glacier, Yellowstone, Russell, Custer	Y
	Cabela's Outfitter Journal	Montana Chili and the Two-Stick Stove	Alan Clemons	Family vacation to a forest service cabin near Bozeman.	MAG	120,000		. ,	Yellowstone	N
12/1/09	Travel + Leisure	A Winter's Tale	Gary Shteyngart	A winter ranch vacation to The Resort at Paws Up, also mentioned Triple Creek Ranch as another option.	MAG	960,147	2400	\$328,633.00	Glacier	Υ
12/1/09	Northwest Travel	Stroll Into the Holidays	editors	Whitefish Community Christmas Stroll.	MAG	40,000	200	\$627.76	Glacier	Y
12/1/09	Town & Country	Top of the Rockies	John Cantrell	New resort near Philipsburg, Ranch at Rock Creek, featured in travel piece.	MAG	455,087	2000	\$187,732.80	Gold West	N
12/1/09	AAA VIA - Oregon/Idaho	Three Spots to Ski and Soak	editors	Fairmont Hot Springs and Discovery Ski Area as well as the community of Anaconda included.	MAG	410,000	100	\$1,135.44	Gold West	Υ
12/1/09	National Geographic Traveler	133 Places Rated	Jay Walljasper	Yellowstone National Park and the Glacier National Park/Crown of the Continent included in places to visit.	MAG	727,551	400	\$36,866.08	Glacier, Yellowstone	Υ
12/1/09	Where To Retire	8 Enticing Cities for New Careers	Robin Fowler	Billings, MT included.	MAG	220,000	200	\$2,646.88	Custer	Υ
12/1/09	Bride's Magazine	Honeymoons Trend Tracker	Meg Nolan	Triple Creek Ranch included as a mountain retreat.	MAG	340,819	50	\$4,419.04	Glacier	Y
12/1/09	Northwest Travel	An Inspiring Hike	Becky Lomax	Hiking in the stunning Flathead National Forest near Glacier National Park.	MAG	40,000	600	\$1,883.28	Glacier	Υ
12/1/09	Skiing Magazine	Bridger Bowl's Schlasman's Lift	Emily Stifler	Map and tips on skiing new terrain in Bridger Bowl.	MAG	311,176	800	\$26,756.16	Yellowstone	Υ
		Wintry Yellowstone National Park Offers Adventure and \$49								
12/2/09	latimes.com	Hotel Rooms 100 Days in Glacier National	Susan Derby	Winter travel in Yellowstone National Park is economic.	WEB	46,742	400	\$22,599.44	Yellowstone	IN I
12/2/09	boston.com	Park	Chris Peterson	Stunning photo feature on Glacier National Park.	WEB	34,161	400	\$16,516.64	Glacier	Υ
12/2/09	coloradoan.com	Yellowstone in Winter: Cold Faithful	Bob Willis	Travel feature on winter adventure in Yellowstone National Park and West Yellowstone.	WEB	298	1600	\$576.32	Yellowstone	Υ
12/3/09	google.com	Ted Turner Gets OK for Yellowstone Bison on Ranch	Matthew Brown	Yellowstone National Park bison going to Ted Turner's Spanish Peaks Ranch.	WEB	31,136,325	300	\$1,800,000.00	Yellowstone	N
12/4/09	mtexpress.com	West Yellowstone Ski Festival attracts 300 racers.	AP	West Yellowstone Nordic festival.	WEB	421	. 200	\$60.92	Yellowstone	N
12/4/09	nytimes.com	Yes, Mikey, There Are Rabbis in Montana	Eric A. Stern	The status of Jewish folks in Montana, focus on Helena.	WEB	125,196	600	\$90,797.16	Gold West	N

Publicity							Word			T
Date	Media Source	Title	Journalist	Description	Туре	Circulation	Count	Publicity Value	Region	Assist
12/7/09	heraldnet.com	Snohomish Artist Inspired by Beauty of Glacier National Park	Kristi O'Harran	Artist inspired by the vistas of Glacier National Park, compiles book of images.	WEB	1,036	600	\$751.32	Glacier	N
12/11/09	hotelinteractive.com	New GM Take Reins at Triple Creek Ranch	editors	New general managers for the upscale lodge.	WEB	528	400	\$211.76	Glacier	N
12/14/09	msnbc.com	Best Winter Lodges Across the US and Canada	Everett Potter	The Resort at Paws Up in included in luxury lodge piece.	WEB	21,835	200	\$5,278.56	Glacier	Y
12/14/09	backpacker.com	There's Gold in Them Thar Glacier	Jordan Olmsted	Proposed mining on the Canadian side of the Flathead Valley, which is the western border of Glacier National Park.	WEB	175	400	\$20.40	Glacier	Y
12/15/09	msnbc.com	Winter Season at Yellowstone Opens Tuesday	AP	Winter season opening in Yellowstone National Park.	WEB	21,835	200	\$5,278.56	Yellowstone	N
12/23/09	gonomad.com	Glacier Country: Real Dining, Real Skiing in Northwest Montana	Jaclyn C. Stevenson	Dining and skiing at Whitefish Mountain Resort and the community of Whitefish.	WEB	499	800	\$272.32	Glacier	Y
12/24/09	style.com	An Apres-Ski Herbal Refreshment	editors	Short piece on Hill Botanical products in Bozeman, MT.	WEB	6,014	400	\$701.28	Yellowstone	Υ
12/25/09	victoriaadvocate.com	Glacier Park Centennial Captures Human Stories	Dan Elliott	Historic tales of Glacier National Park and surrounding area.	WEB	1,043	600	\$756.48	Glacier	N
12/26/09	spokesman.com	Glacier Park Rimming With Stories	Dan Elliott	A sampling of some historical tales from Glacier National Park area	WEB	824	600	\$597.60	Glacier	Υ
12/26/09	nytimes.com	Tough Times Test the Bonds Between A Town and Its Railroad	Kirk Johnson	Interesting article regarding the community of Denton's ties to the railroad. Great photos.	WEB	125,196	400	\$60,531.44	Russell	N
12/27/09	concordmonitor.com	Here's One For the Memory Banks	John Corrigan	Guest columnist relates a story about a fishing trip near Glacier National Park.	WEB	903	600	\$654.84	Glacier	N
12/28/09	away.com	Big Sky, Montana: Big Everything!	Gerry Wingenbach	Glowing travel ski feature on Big Sky Resort, also includes Moonlight Basin.	WEB	17,414	600	\$7,128.48	Yellowstone	Υ
12/29/09	gadling.com	Rafting the Smith River in MT; Now is the Time to Plan	Jamie Rhein	Smith River floating and fishing	WEB	8,251	600	\$3,377.00	Russell	Υ
1/1/10	Cowboys & Indians	Glacier Centennial	James Dannenberg	Glowing general travel feature on Glacier National Park's centennial celebration and lodging, dining, adventuring in the park. Stunning photography.	MAG	158,407	' 2400	\$24,267.84	Glacier	Y
1/1/10	Backpacker	Your Favorite Places	editors	Glacier National Park's Gunsight Pass included in favorite backpacking trips, lovely photos.	MAG	346,200	800	\$46,826.24	Glacier	Υ
1/1/10	Backpacker	Your Best Shots	photo gallery	Stunning photos of Montana featured: the Bob Marshall Wilderness, Hidden Lake in Glacier National Park, Middle Fork of the Flathead River.	MAG	346,200	800	\$46,826.24	Glacier	N
1/1/10	Group Tour Magazine	East Between Yellowstone and Glacier	editors	Road trip itinerary including Gardiner, Livingston, Lewistown, Great Falls, Choteau, Browning, East Glacier and Glacier National Park.	MAG	15,000	600	\$4,004.40	Yellowstone, Glacier, Russell	I Y
1/1/10	Group Tour Magazine	Frontier Family	editors	Feature on the Bair Family Museum in Martinsdale.	MAG	15,000	600	\$4,004.40	Yellowstone	Y
1/1/10	Horizon Air Magazine	Wild West WinterFest	Jennifer Freeman	Bozeman's celebration of winter, the Wild West Winterfest.	MAG	27,054	200	\$1,572.16	Yellowstone	Y
1/1/10	Motorhome	10 Fantastic Forests	Rhonda Ostertag	Flathead National Forest near Glacier National Park included.	MAG	138,365	200	\$3,722.72	Glacier	N
1/3/10	spokesman.com	It's Winter in Yellowstone	Mike Brodwater	Nice travel feature on winter travel and wildlife watching in Yellowstone National Park.	WEB	824	600	\$597.60	Yellowstone	Y
1/3/10	Austin American-Statesman	Gift of Volunteering in Scenic Montana	Barbara Blakenship	A volunteer vacation to the Blackfeet Nation near Glacier National Park and Browning.	NP	185,204	200	\$8,040.76	Glacier	N
1/6/10	msnbc.com/msn	Yellowstone Reports Record Tourism in 2009	AP	Record numbers visit Yellowstone National park despite a dismal economy.	WEB	408	100	\$22.96	Yellowstone	

Publicity							Word			$\overline{1}$
	Media Source	Title	Journalist	Description	Туре	Circulation		Publicity Value	Region	Assist
1/6/10	abcnews.com	Yellowstone Reports Record Tourism in 2009	AP	Record visitation to Yellowstone National Park despite dismal economy.	WEB	5,029	100	\$607.88	Yellowstone	T <sub>N</sub>
	nytimes.com	Montana Cowboys Lead, Coax and Cajole Their Charges Amid a Chorus of Bleats	Manohla Dargis	Review of new movie 'Sweetgrass' set in Absaroka/Beartooth Wilderness.	WEB	125,196			Yellowstone	N
1/6/10	Chicago Sun-Times	10 Trips for '10	Lori Rackl	A cowboy vacation at the Triple Creek Ranch included in dream trip round up.	NP	391,000	175	\$14,995.00	Glacier	N
	cheapflights.com	Most Affordable Places to Visit in 2010		MSNBC & Budget Travel choose Glacier National Park (only three places chosen!).	WEB	22,480		\$3,067.40		N
	cnn.com	Plan a Winter Weekend in Big Sky	Caroline Patterson	Big Sky skiing, lodging and dining feature.	WEB	826,482		\$799,197.44		Y
	earthtimes.org	The 5 Best Solo Women's Adventures in the Great American West for 2010	Stephanie Moreland	Hiking, horseback riding, and rafting near Yellowstone National Park and Big Sky.	WEB	1,735			Yellowstone	N
1/10/10	Washington Post	For 10 College Friends, 5 Low- Key Reunion Destinations	K.C. Summers	Runamuk Ranch near Roundup included in vacation piece.	NP	866,057	200	\$34,162.96	Custer	N
1/12/10	motorcycle-usa.com	Big Sky Resort Set to Host Hare Scarmble	editors	Dirt biking event on schedule for Big Sky Resort summer of 2010.	WEB	1,353	400	\$270.64	Yellowstone	N
1/15/10	usatoday.com	Yellowstone in Winter? It's Not So Crazy	Jayne Clark	Winter wildlife watching in Yellowstone National Park near Mammoth Hot Springs.	WEB	75,719	800	\$73,219.36	Yellowstone	Y
1/17/10	examiner.com	Old Faithful & the Upper Geyser Basin in Winter	Beth Pratt	Visiting Old Faithful in the winter months.	WEB	18,736	400	\$9,058.72	Yellowstone	N
1/24/10	Los Angeles Times	Tours and Cruises	Avital Binshtock	Adventure Women hiking tours of Yellowstone National Park and Big Sky area.	NP	1,271,905	120	\$13,620.00	Yellowstone	N
1/28/10	Hartford Courant	Adventure for Women		Women's travel company offering hiking tours of Yellowstone National Park and the Big Sky area.	NP	164,338	120	\$5,895.30	Yellowstone	N
2/1/10	Sunset	Choose Your Own Winter Adventure	Dina Mishev	Nordic skiing in Glacier National Park and ice skating in Mammoth Hot Spring/Yellowstone National Park featured.	MAG	1,202,831		\$23,246.00	Yellowstone, Glacier	Y
2/1/10	Arthur Frommer's Budget Travel	Which Ski Resort is Right for You?	Brad Tuttle	Whitefish Mountain Resort lauded for it's family friendly, uncrowded atmosphere.	MAG	697,938	50	\$3,383.20	Glacier	Y
2/1/10	Better Homes and Gardens	Two For the Road	Lorie A. Parch	Mother/daughter road trip, Adventurewomen.com Montana Guest Ranch Adventure mentioned.	MAG	7,659,823	50	\$26,694.06	N/A	N
2/1/10	Northwest Travel	Ski 'N Soak in Beautiful Western Montana	Lee Juillerat	Ski safari of western Montana ski areas featured including Whitefish Mountain Resort, Snowbowl, Lookout Pass, Lost Trail and Blacktail Mountain.	MAG	40,000	1600	\$5,022.08	Glacier	Υ
2/1/10	Northwest Travel	Take the Plunge in Whitefish		The Penguin Plunge event, part of the Winter Carnival in Whitefish, featured.	MAG	40,000	400	\$1,255.52	Glacier	Y
2/1/10	Northwest Travel	Making Tracks at the Pass	Joyce Doyle	Snowshoeing in the Bitterroot Mountains on Lolo Pass.	MAG	40,000	1600	\$5,022.08	Glacier	Y
2/1/10	America Journal	Overnight in a Tipi	Marlies & Uwe Sprinborn	Feature about staying at the Tipi Village in Browning.	MAG	400,000	200	\$1,320.00	Glacier	Y
2/28/10	Des Moines Register	Northwest by Motorcycle	Michael Schnitzel	Details a 6,000 mile, 17 day Harley trip with many MT highlights.	NP	219,745	533	\$25,575.90	Yellowstone, Glacier, Russel	II N
3/1/10	Backpacker	Ultimate Rockies	Steve Howe	Dawson's Pass Loop in Glacier National Park and Gallatin Skyline in Yellowstone National Park featured.	MAG	346,200	800	\$46,826.24	Yellowstone, Glacier	Υ
3/1/10	Backpacker	Northern Rockies: Gallatin Skyline, Yellowstone National Park	Steve Howe	Weeklong alpine route in Gallatin Range, summiting Big Horn Peak, Sheep Mountain and Electric Peak.	MAG	348,517	1600	\$11,909.00	Yellowstone	Y
	Trailer Life	Montana's Crown Jewels	John Fine	Feature highlighting Yellowstone NP, W Yellowstone, Paradise Valley and surrounding areas.	MAG	221,753			Yellowstone	

Publicity Date	Media Source	Title	Journalist	Description	Type	Circulation	Word	Publicity Value	Region	Assist
Date	Media Source	Title	Journalist	#44 Huckelberry bearclaw at the Polebridge Mercantile after	Туре	Circulation	Count	Publicity value	Region	ASSIST
3/1/10	Outside	Outside Editor's Picks	editors	hiking in Glacier NP.	MAG	688,949	40	\$4,221.86	Glacier	N
3/1/10	National Parks	The Voice of Glacier: Ranger Doug Follett Reflects on 50 Years at GNP	editors	Q & A with Ranger Doug, Glacier's oldest & longest-serving employee in National Park service.	MAG	302,237	2500	\$38,891.00	Glacier	N
3/7/10	Dallas Morning News	Saddle Up for Western Roundup	Lynn O'Rourke Hayes	Lively story about the Montana Horses Spring Roundup.	NP	474,923	533	\$67,124.16	Yellowstone	Y
3/14/10	Maine Sunday Telegram	Big Sky on the Boyne Dime	Heather Burke	Large spread about pass holders at Sunday River and Sugarloaf being able to ski free at Big Sky.	NP	115,931	800	\$10,548.30	Yellowstone	Y
3/15/09	Snowshoemag.com	Carved By Ice, Explored on Snowshoes	Ryan Alford	Details a successful guided three-night snowshoeing excursion through Glacier.	WEB	18,000	1200	\$720.00	Glacier	N
3/21/10	about.com	Free Workshop Connects Kids With Nature	Lauren Himiak	Introduces kids' outdoor program in Galcier NP.	WEB	235,443	55	\$16,121.91	Glacier	N
3/22/10	Today Show	Where to Live	Matt Lauer	Great Falls named #3 on most affordable cities list nationwide. (1 minute)	TV	4,907,000		\$85,140.96	Russell	Y
3/15/10	Ski Press	The Authentic Ski Tour: Red Lodge	Peter Kray	First of a five-part series: arriving at Billings airport, skiing Red Lodge and touring the town.	MAG	233,840	800	\$20,368.32	Yellowstone	Y
3/23/10	Ski Press	The Authentic Ski Tour: Big Sky	Peter Kray	Ideal day of skiing, including great conditions and apres ski at Big Sky.	MAG	233,840	750	\$19,095.30	Yellowstone	Y
3/23/10	Ski Press	The Authentic Ski Tour: Chico Hot Springs	Peter Kray	A lively account of the drive from Red Lodge to Paradise Valley and an overnight at Chico Hot Springs.	MAG	233,840	850	\$21,640.31	Yellowstone	Υ
3/24/10	Ski Press	The Authentic Ski Tour: Yellowstone National Park	Peter Kray	Winter travel, sites and cross country skiing in Yellowstone NP.	MAG	233,840	500	\$12,730.20	Yellowstone	Y
4/8/10	Ski Press	The Authentic Ski Tour: Bridger Bowl	Peter Kray	Skiing at Big Sky in white-out conditions and the next day at Bridger Bowl on the worst day of the year. Writer still upbeat on both mountains.	MAG	233,840	900	\$22,914.36	Yellowstone	Y
3/25/10	Reader's Digest	The 5 Best Roads in America	Michelle Crouch	Montana interstates noted.	MAG	8,168,667	40	\$26,140.54	All	N
3/25/10	Seattle Times	'Sweetgrass' Follows Sheep Up Majestic Mountains of Montana	Ted Fry	Eloquent review of the film that follows a Montana rancher and his crew as they herd thousands of sheep on their last federally-approved graze.	NP	376,515	400	\$26,001.04	Yellowstone	N
3/26/10	Indian Country Today	Art Exhibit Highlights MT Indian Tribe Culture	editors	Announces new exhibit of the White Clay People at the Minneapolis Insititue of the Arts.	NP	92,000	400	\$1,614.24	Russell	N
3/26/10	Los Angeles Times	Movie Review: 'Sweetgrass'	Kenneth Turan	Exudes about Montana's stunning beauty and calls the documentary 'unexpectedly intoxicating.'	NP	894,155	533	\$72,485.00	Yellowstone	N
3/27/10	uptake.com	Makoshika State Park, the Badlands of MT	Jamie Rhein	Offers lodging options in Makoshika State Park, outside the park and camping.	WEB	14,596	800	\$4,549.28	Missouri River	N
3/30/10	budgettravel.com	National Parks Week Returns This April	JD Rinne	Advice on beating the crowds and taking advantage of the free week; with a mention of Glacier's Centennial.	WEB	2,655	100	\$186.58	Glacier	N
3/31/10	Palm Beach Daily News	Summer Adventures Span The Globe	Dian Vujovich	Triple Creek Ranch Spring Roundup and summer Vitner Series included in this exclusive collection of destinations.	NP	6,940	250	\$1,741.50	Glacier	Y
4/1/10	away.com	Winter's Peak Moments: My Top 10	Gerry Wingerbach	Skiing Big Sky and cross-country skiing Yellowstone National Park (#1) make the list.	WEB	11,101	1000	\$7,800.80	Yellowstone	Y
4/1/10	American Cowboy	The Buck Starts Here	Steven Rinella	Home to the famous Bucking Horse Sale, Miles City, MT is a testament to the cowboy way.	MAG	95,432	5075	\$35,421.47	Custer	N
4/1/10	American Cowboy	5 Old-West Hideawayins	editors	Explore the rich cowboy culture of the Great Plains. A brief roundup, Fort Benton, MT was listed as #2.	MAG	95,432	150	\$1,046.94	Russell	N
4/1/10	AAA Via MountainWest	Around Glacier, He's Called Jammer Joe	Beth Judy	Lighthearted, informative brief interview with jammer driver Joe Kendall.	MAG	97,000	400	\$1,785.00	Glacier	Υ
4/1/10	AAA Via MountainWest	Weekender: Miles City, Montana	Chris Woolston	Roundup of shopping, dining, lodging and sites in Miles City.	MAG	97,000	500	\$2,231.00	Custer	Υ

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Publicity					_		Word			
Date	Media Source	Title	Journalist	Description	Туре	Circulation	Count	Publicity Value	Region	Assist
4/4/40				Hotspots in and around Billings that create a big city feel-						
4/1/10	AAA Via MountainWest	The Bright Lights of Billings	Chris Woolston	nightlife, restaurants, theater, the zoo, and more.	MAG	97,000	2400	\$10,712.64		Y
									Custer, Glacier,	
									Gold West,	
4/1/10	0.0.0.1/3-0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.0.	Franks Cavins 2010		Libeliahta assau MT assauta	   	07.000	1 -0	±660 F4	Russell,	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
4/1/10	AAA Via MountainWest	Events Spring 2010	editors	Highlights seven MT events.	MAG	97,000	150	\$669.54	Missouri River	<u>  Y</u>
									Custer,	
									Yellowstone	
4/1/10	AAA Via MauntainWast	Back Home on The Range	Chris Woolston	Beautiful spread, in-depth story about the return of the bison.	MAC	97,000	4000		Glacier, Missouri River	
4/1/10	AAA Via MountainWest	Back Home on the Range	CHITS WOOISCOIL		IMAG	97,000	4000	\$17,034.40	MISSOUTI RIVEL	+
4/1/10	  American Heritage	Undying Fame	Nathaniel Philbrick	An in-depth historical tale of the Custer, Sitting Bull and the Battle of the Little Bighorn. Adapted from the author's book.	MAG	295,498	8000	\$157,817.59	Cuctor	N
4/1/10	American Heritage		Ivatilatilei Fillibrick	A detailed, colorful spread about ATV riding and fly fishing	IMAG	293,490	8000	\$137,017.39	Custei	IN
4/1/10	ATV Magazine	Touching The Big Sky	Tom Kaiser	around the Resort at Paws Up.	MAG	218,006	4000	\$131,576.00	Glacier	Y
4/1/10	Magazine	Touching the big 5ky	Tom Raiser	Fourth-generation Missoulian and her family are fans of their	IMAG	210,000	4000	\$131,370.00	Glaciei	+
4/1/10	Family Circle	My Hometown: Missoula MT	Krista Meyerhoff	town's cultural diversity.	MAG	3,914,927	800	\$232,249.00	Glacier	\ <u></u>
7/1/10	Tarriny Circle	The Greatest Places to Live in	Krista Picycritori	Spotlights Billings in the NORTHWEST section as a big city	I I I	3,314,327	000	Ψ232,243.00	Glacici	+'
4/1/10	American Cowboy	the West	editors	with great scenery and a small-town feel.	MAG	95,432	150	\$1,046.94	Custer	Y
7/1/10	American cowboy	the west	Cultors	Brief mention of Red Ants Pants, directing readers to	I I I	33,432	150	ψ1,040.54	Custer	<u> </u>
4/1/10	AAA Via MountainWest	Ants On Your Pants?	editors	participate in a promo and visit the shop and/or website.	MAG	97,000	150	\$669.54	Russell	N
1, 1, 10	7 U V VIG I IOGITEGII VVESC	7 tites off Four Fulles.	Carcors	Exploring the MT backcountry on horseback with Range	1 11 10	37,000	150	φοσσίστ	Rassell	+'
				Riders, tracking wolves, learning their habits and how to						
4/1/10	Cowboys & Indians	Riding With the Wolves	Guy De Galard	coexist.	MAG	158,407	2000	\$20,223,20	Yellowstone	Y
1/ 1/ 10	cowboys & Indians	rading with the workes	Guy De Galara	Rave review of food, activities and atmosphere at Mountain	111/10	130,107	2000	Ψ20,223.20	renowstone	†
4/1/10	Northwest Travel	Mountain Sky Guest Ranch	Trapper Badovinac	Sky Guest Ranch in Emigrant.	MAG	40,000	2400	\$7.533.12	Yellowstone	l <sub>Y</sub>
1, 1, 10	Troncinvosc Travel	rioditediii Sky Gaese Karieri	Trapper Badevinae	enty edebe ranen in Emigranei	1	10,000	2.00	ψ, γ, γ, σ,	reneviatione	†
4/1/10	Northwest Travel	Route of the Hiawatha	Joyce Doyle	Tale of biking the popular Hiawatha Trail.	MAG	40,000	2400	\$7,533.12	Glacier	ΙΥ
, , -		Choose Your Own Adventure in				-,		, , , , , ,		
4/1/10	Northwest Travel	Kalispell	Craig & Liz Larcom	Comprehensive feature on adventures in the Flathead Valley.	MAG	40,000	4000	\$12,555.20	Glacier	ΙΥ
, , , -				In a roundup, directs action seekers to Paws Up for a		, , , , , ,				
4/1/10	Town & Country	Together, Wherever We Go	editors	glamping experience.	MAG	455,087	60	\$5,631.98	Glacier	N
, ,	,	Itinerary: MT, A Western		Route for a 3-day roadtrip: W Yellow - Butte, Butte -						
4/1/10	Group Tour Magazine	Adventure	editors	Phillipsburg, Kalispell - Glacier NP.	MAG	15,000	800	\$5,418.88	All	Υ
				Glacier NP listed #1, noting only a few dozen ice masses						
4/1/10	Delta Sky Magazine	Top Ten Endangered Places	editors	remain.	MAG	381,896	40	\$2,198.91	Glacier	
		Budget-Friendly Montana		Photo-filled feature highlighting Glacier Guides & MT Raft Co,						
4/1/10	Skywest Magazine	Vacations	editors	Laughing Horse Lodge and Double Arrow Lodge.	MAG	82,000	1200	\$8,970.72	Glacier	Υ
				Missoula is a hip homebase for the surrounding adventure:						
		Big Sky Adventure; Missoula		hiking, fishing, merry-go-round, native history education and						
4/1/10	Skywest Magazine	Montana	Amanda Bjerke	proximity to national parks.	MAG	82,000	1600	\$11,960.96	Glacier	Υ
		Must-See True West		Western road trip historical must-sees, including Virginia City						
4/1/10	True West	Destinations	editors	and Billings.	MAG	40,747	200	\$755.60	Gold West	N
				Sweet descriptions of six MT is a group share in the Deadards					Glacier, Custer,	
4/1/10	AAA Via MountainWest	Neighborhood Ice Cream Parlors	editors	Sweet descriptions of six MT ice cream shops in the Reader's Favorite section.	MAG	97,000	800		Russell, Gold	Y
7,1/10	ANA VIA PIOUIILAIIIWESL		Cultura	i avoitte section.	1.140	37,000	, 600	φυ,υνοο   φυ,υνοο	11 C3L	+
		At Long Last: Permanent Protections for Glacier's		New logiclation protects the Waterton Clasica International						
4/1/10	  National Parks	Headwater	editors	New legislation protects the Waterton-Glacier International Peace Park from mining.	MAG	302,237	400	\$6,222.56	Glacier	N
7,1,10	INGUOTIGI I'GI KS	Travel Treasures in Historic	cuitors	n cace rank from mining.	140	302,237	400	φυ,ΖΖΖ.30	Glaciel	111
4/1/10	  Skywest Magazine	Helena	Lou Jurassic	Details boat tour and historical sites around Helena.	MAG	82,000	1600	\$11,960.96	Gold West	
7, 1, 10	Jaky west magazine	Hiking, Sightseeing Bring Plenty	Lou Juliussic	Details bout tour and illistorical sites around Helena.	1	02,000	, 1000	φ11,900.90	GOIG WEST	+
4/4/10	News-Gazette	of High Points	Steven L. Mullen	Day hikes and sightseeing in Glacier National Park.	NP	44,340	800	\$6,216.00	Glacier	<sub>Y</sub>
7/ 7/ 10	INCHA GUZCIIC	Joi riigii i oliito	Incore Li Lindiell	124, Thice and significantly in Glacier National Fark.	1141	1 77,570	, 000	η ΨΟ,ΖΙΟ.ΟΟ	Judiciel	1 '

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Date	Media Source	Title	Journalist	Description	Туре	Circulation	Count	Publicity Value	Region	Assist
4/4/10	Delaware County Daily Times	Hiding From Plain Sight, The Top Ten Best Kept Secrets of the	The Highwayman	Suggests viewing Glacier NP from the North Rim and visiting Running Eagle Falls.	NP	41,764	266	\$2,762.55	Glacier	N
4/4/10	Delaware County Daily Times	Road Trip USA; Great Sights of	The Highwayman	Family road tour tips for Yellowstone NP, Crow Agency and	INF	41,704	200	' '	Yellowstone,	1
4/5/10	familytravelforum.com	the West	Fran Falkin	Little Big Horn.	WEB	10,500	400	I I	,	N
4/6/10	abcnews.go.com	Yellowstone Winter Visits Up From Last Year	АР	8% increase in visitors in the 2009-2010 winter season.	WEB	25,321	100	\$541.88	Yellowstone	N
4/7/10	Seattle Times	Photo In Seattle's Capitol Hill Promotes MT	photo Al Berner	Great shot of a woman walking past a very large mountain goat/Montana tourism ad in Seattle.	NP	376,515	400	\$26,001.04	Glacier	Υ
4/8/10	Missoulian	Montana Sees More and More Geotourists	Michael Jamison	Surveys and studies show that Montana draws a high percentage of geotourists.	NP	28,313	533	\$4,869.20	All	N
	Petergreenberg.com	Finding Long-Term Careers in Travel	Wendy Wegner	Profiles Rachel VandeVoort who grew up guiding and is now the Mktg Manager at Glacier Raft Company.	WEB	1,400		. ,		N
4/10/10	Spokane Spokesman-Review	History Under the Big Sky	Mike Brodwater	Butte doctor started Bozeman's Museum of the Rockies, which has now reached world class status.	NP	85,207	400	\$6,390.80	Yellowstone	N
4/11/10	stltoday.com	Yellowstone's Marvels are a Wonder to See	Jeremy Kohler	Combines John Colter historical facts and touring Yellowstone with family.	WEB	10,813	1000	\$13,462.20	Yellowstone	Y
4/11/10	San Jose Sun	Two More Glaciers Demoted in Glacier National Park	АР	Two of Glacier NP's moving ice fields are close to disappearing.	NP	354,752	200	\$16,176.60	Glacier	N
4/15/10	usatoday.com	How to Hike in Glacier National Park, Montana	Jonathan McLelland	Offers an overview of Glacier NP and 5 helpful steps for hiking.	WEB	68,999	500	\$42,951.70	Glacier	N
4/17/10	Calgary Herald	Glacier National Park Celebrates 100 Years	Debbie Olsen	Hits the highlights of Glacier in its anniversary year.	NP	119,131	800	\$21,420.00	Glacier	N
4/17/10	Wall Street Journal	Green vs. Growth: The Battle Rages On	Stephanie Simon	Schweitzer quote leads the feature: debate about whether restoring and maintaining the environment is an investment in economic prosperity.	NP	2,082,189	533	\$120,503.60	All	N
4/18/10	The Providence Journal	Travel Notes	AP	Announces National Park Week, features photo of Glacier NP and describes melting glaciers.	NP	186,571	200	\$9,799.40	Glacier	N
4/18/10	San Diego Reader	Glacier National Park, Montana	Sarah Robinson	Travel piece highlighting Grinnell Glacier.	NP	148,334	210	\$1,443.30	Glacier	N
4/19/10	usatoday.com	10 Great Places to Explore Geologic Wonders	Larry Bleilberg	Yellowstone's geysers included in this pre-Earth Day round- up.	WEB	68,999	200	\$17,180.68	Yellowstone	N
4/19/10	The Salt Lake Tribune	Kirby: Getting Nowhere Fast in Montana	Robert Kriby	Funny story about getting a speeding ticket in MT and paying officer in cash on the spot.	NP	191,976	400	\$14,802.32	Russell	N
4/19/10	The Vancouver Sun	Glacier National Park Celebrates 100 Years	Debbie Olsen	Encourages travel to Glacier NP and highlights scenic spots.	NP	450,000	533	\$59,500.00	Glacier	N
4/20/10	thedailygreen.com	The Best Ecotourism Vacations		Glacier featured as a top ecotourism destination in a comprehensive round-up.	WEB	1,498	300	\$134.94	Glacier	N
4/22/10	National Geographic Channel	American Serengeti		Documents the creation of the American Prairie Reserve on more than 3 million acres in NE Montana.	TV			\$2,400,000.00	Missouri River	Υ
4/24/10	Arlington Heights Daily	Family Trip to Yellowstone Filled With Geysers, Nature and Wildlife	Deborah Pankey	Nice feature about family travel within Yellowstone NP.	NP	130,404	820	\$17.420.40	Yellowstone	
	New York Times	Eight Off-Season Getaways: Escaping the Crowds	Lionel Beehner	Yellowstone is one of 8 destinations chosen for a spring getaway. A quiet place to be with fauna coming to life.	NP	1,715,168			Yellowstone	N
	Seattle Times	Eight Off-Season Getaways. Escaping the Crowds	Lionel Beehner	Yellowstone is one of 8 destinations chosen for a spring getaway. A quiet place to be with fauna coming to life.	NP	359,672			Yellowstone	N
4/27/10	Onthesnow.com	Taking the Ski Train West to Ski is Genteel Way to Travel	Mike Terrell	Details the train trek from Kalamazoo to Whitefish.	WEB	517	930	\$328.10	Glacier	Υ
4/27/10	Washington Post	Going Our Way	Carol Stottili	Maps a couple's 10-day trip through the national parks on a budget of \$7000.	NP	622,714	1000	1	Glacier, Yellowstone	N

Publicity						Word			
Date	Media Source	Title	Journalist	Description	Туре	Circulation Count	Publicity Value	Region	Assist
4/28/10	Wend Beyond Adventure	Rolling the Rockies	Aaron Teasdale	Big photo-heavy piece about bikepacking backpacking with bikes in Montana's backcountry.	MAG	45,000 240	\$25,440.00	Glacier	N
4/29/10	grandparents.com	8 Gal Getaways for All Ages	Chanize Thorpe	Tips for adventure seekers; where to stay and what to do in Yellowstone NP.	WEB	877 15	50 \$39.51	Yellowstone	Y
4/29/10	Las Vegas Review-Journal	Wind Nearly Wrecks Long- Awaited Trip	C. Douglas Nielsen	Journalist nearly waylaid by wind on Missouri River fishing trip but caught browns and rainbows in the end.	NP	172,261 40	\$12,840.36	Gold West	N
4/30/10	Horizon Air Magazine	A Century of Outstanding Recreation	Jean Arthur	Enormous feature intertwining Glacier's history and modern day stories, amenities and events in honor of the Centennial.	MAG	27,054 520	\$40,876.16	Glacier	Y
4/30/10	New York Times	As a near Ghost Town in Montana Watches, a Gold Mine is Reborn	Kirk Johnson	Details the resurrection of the Marysville gold mine.	NP	1,156,848 40	9145,480.66	Gold West	N
4/30/10	New Tork Times	13 Reporti	Kirk Johnson	The Ranch at Rock Creek wrangles a high end, fun and		1,130,040 40	\$145,400.00	Gold West	
5/1/10	Robb Report	Happy Trails	Jennifer Ryan	friendly experience.	MAG	112,409 80	\$26,080.96	Glacier	Υ
5/1/10	True West	Centennial Celebration	Johnny D. Boggs	Promoting the 2010 Centennial, written with an historical bent.	MAG	40,747 80	0 \$3,022.40	Glacier	Y
		Just Opened: New and							
5/1/10	Delta Sky Magazine	Noteworthy Hotels and Spas Around the World	editors	The Ranch at Rock Creek listed first.	MAG	381,896	\$2,748.64	Glacier	l <sub>Y</sub>
3/1/10	Deita Sky Flagazine	Arodita the World	Cuitors	A Pair of Montana anglers scout 320 miles of the Clark Fork	111/10	301,030	Ψ2,7 10.0	Gold West,	†
5/1/10	Sierra	The Longest Haul	Brian Kevin	with VIPs to experience the river's resurrection.	MAG	599,400 400	9214,654.41		Υ
5/1/10	Sunset	Meet Your Perfect Campground	Editors	Little and Big Therriault Lake chosen for 'Adventurers' and Cromwell Dixon Campground for 'The Spontaneous.'	MAG	1,224,453 10	0 \$12,470.92	Gold West, Glacier	Y
5/1/10	Sunset	Mountain: Editor's Picks	Lynn Donaldson	Names Our Farm House the best place to wake up in the country/stay in Gallatin Valley.	MAG	1,224,453 10	0 \$12,470.92	Yellowstone	N
5/1/10	Motorhome	A Glacial Coming of Age	Bert Gildart	Centennial story that reflects on when Glacier's old days, including the eve two women were mauled by a grizzly.	MAG	133,570 200	\$38,340.80	Glacier	N
				Rock Creek Ranch described as lovely place for glamping, Rocking Z Guest Ranch described as a green, low-key					
5/1/10	Travel + Leisure	America's Best Dude Ranches	Lee Magill	getaway.	MAG	957,987 25	\$35,944.30	Gold West	N
5/1/10	AAA Westways	A Changing Landscape	Eric P. Lucas	While Glacier is still a pinnacle of beauty at 100, the park is showing signs of global warming.	MAG	3,831,215 240	\$138,617.30	Glacier	Y
5/1/10	Points North	Travel Tidbit	Anna Rhoades	The Spring Vintners Series at Triple Creek Ranch is a luxury four-day event featuring wine tastings, fly fishing and horseback riding.	MAG	68,587 25	50 \$1,505.77	'Glacier	N
5/1/10	Family Motor Coaching	A Spectacular Scenic Highway	Gerald & Sharon Hammon	This picturesque route in western MT makes a wonderful alternative to the interstate.	MAG	128,150 450	\$48,267.00	Gold West	Y
		Missoula, Montana and Other		Spotlights Missoula as having the richest trout streams then				Gold West,	
5/1/10	Delta Sky Magazine	Places to Wet a Line	Brian Kevin	mentions eateries and sites to hit while btwn fishing spots.	MAG	381,896 160	\$87,956.48	Glacier	<u> </u>
5/1/10	Forbes Fyi	Top 10 Fly-Fishing Lodges	Monte Burke	Firehole Ranch included in colorful roundup. 'No lodge in the US is better located for trout fishing."	MAG	730,000 25	\$14,735.40	Yellowstone	N
	Vacation Agent	Preserve a Peak Program	David Cogswell	Travel agency brought back Glacier NP tour as a part of which donates \$100 per traveler to the park.	MAG			Glacier	N
5/1/10	Virtuoso Life	Back At The Ranch	Elaine Glusac	Finding your inner cowgirl at Triple Creek Ranch. Sidebar includes Paws Up and Ranch at Rock Creek.	MAG	200,000 160	\$50,531.20	Gold West, Glacier	N
5/1/10	Edmonton Herald	Glacier National Park in US Marks Centennial	Debbie Olsen	Outlines six Glacier NP highlights.	NP	112,300 26	6 \$2,520.00	Glacier	N
	Orange County Register	Hop Off The Rails and Sleep in Style at These Grand Palaces	Gary A. Warner	Glacier Park Lodge in a roundup of hotels along the Amtrak line.	NP	356,126 20			N
5/3/10	American Spectator	The Continent's Crown	Bill Croke	Historic references to Glacier through the years.	MAG	50,000 75	50 \$2,095.50	Glacier	N

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Publicity Date	Media Source	Title	Journalist	Description	Type	Circulation	Word	Publicity Value	Posion	Assist
Date	Media Source	little	Journalist	Description	Туре	Circulation	Count	Publicity Value	Region	ASSIST
5/3/10	Morning Sun	Old Fish Stories from Bozeman	Dick Bolton	Nostalgic tale of fishing in Bozeman in the 70s.	NP	9,272	266	\$2,057.65	Yellowstone	l <sub>N</sub>
, ,		Top Five Tourist Attractions in		<u> </u>		, , , , , , , , , , , , , , , , , , ,		, ,		
5/4/10	helium.com	the USA	Michael McCormick	Yellowstone NP/Old Faithful included in roundup.	WEB	94,531	. 100	\$2,013.08	Yellowstone	N
	Arlington Heights Daily	MT's Tourism Pitch Worth Trying		Column about how IL should come up with genius tourism						
5/5/10	Herald	in Illinois	Mike Jackson	marketing ideas like the MT New Yorker piece.	NP	111,539	266	\$5,080.95	All	N N
5/5/10	Spokane Spokesman-Review	Glacier National Park Celebrates	Jean Arthur	Comprehensive story about GNP's centennial, citing many of the ecosystems, animals and activities available.	NP	80,011	800	\$14,133.50	Glacier	l <sub>v</sub>
3/3/10	Spokarie Spokesman Keview	Centennia	Jean Arthur	Beat the crowds and avoid snowmobile crowds by visiting	INI	00,011	. 000	\$17,155.50	Glaciei	+'
		Two Great Places for Spring	Anne Sherwood	Yellowstone NP in the spring. Where to stay, eat, and what to						
5/8/10	The Seattle Times	Travel Flings	photos	do.	NP	263,588	300	\$6,000.24	Yellowstone	N
		Happy Birthday, Glacier NP!		Announcing the centennial with a link to Glacier NP's calendar						
5/9/10	backpacker.com	Park Turns 100	Ted Alvarez	of events and a commemorative You Tube video.	WEB	2,047	200	\$82.16	Glacier	N N
5/9/10	Minneapolis Star Tribune	Ode to a Treasure	  Melissa Walker	Glacier celebrates centennial with music, exhibits, vendors, educational programs and parties.	NP	477,562	200	\$10,200.00	Glacier	N
3/ 3/ 10	Millieapolis Stal Tribulie	Moms Treasure Holiday	Melissa Walker	Mother's Day piece about memorable family trips, with the	INI	477,302	. 200	\$10,200.00	Glaciei	111
5/9/10	The Dallas Morning News	Memories	Lynn O'Rourke Hayes	idea spurred by a map of MT.	NP	390,520	266	\$32,629.80	AII	N
		Hot Deals: It's a Good Time to		Cheap flights to enjoy MT in the slower season (before mid-						
5/9/10	The Oregonian	See the Big Sky	BootsNAII	June.)	NP	303,412	266	\$10,753.40	All	N
F/10/10	n avvahlana sana	Do otom All	la dika wa	Gaynor's Riverbend Ranch near Glacier NP is ideal for	WED	C 427	,	#2 7F4 CO	Clasian	l <sub>N</sub>
5/10/10	newsblaze.com	BootsnAll	editors	adventure and relaxation.	WEB	6,437	500	\$2,754.60	Glacier	N
		Glacier Park Turns 100, But Age		As average temps in the park rise, glaciers melt. GNP still as						
5/10/10	The Denver Post	Has Not Been Kind		beautiful as ever on 100th bday.	NP	289,979	800	\$61,425.00	Glacier	N
F/10/10	Wail Daile	Glacier Park Turns 100, But Age		As average temps in the park rise, glaciers melt. GNP still as	ND	15 500	900	#2 10F 1F	Clasian	l <sub>N</sub>
5/10/10	Vail Daily	Has Not Been Kind	Nicholas K. Geranios	beautiful as ever on 100th bday.	NP	15,500	800	\$3,195.15	Glacier	N
		Glacier Park Turns 100, But Age		As average temps in the park rise, glaciers melt. GNP still as						
5/10/10	Redmond Spokesman	Has Not Been Kind		beautiful as ever on 100th bday.	NP	4,500	800	\$1,476.30	Glacier	N
E /4 0 /4 0		Glacier Park Turns 100, But Age		As average temps in the park rise, glaciers melt. GNP still as		16.00		+2 046 00		
5/10/10	Idaho State Journal	Has Not Been Kind	Nicholas K. Geranios	beautiful as ever on 100th bday.	NP	16,907	800	\$2,916.90	Glacier	N
		Glacier Park Turns 100, But Age		As average temps in the park rise, glaciers melt. GNP still as						
5/10/10	Great Falls Tribune	Has Not Been Kind		beautiful as ever on 100th bday.	NP	28,270	800	\$5,682.60	Glacier	N
F /1 0 /1 0	LICA Toda	Glacier Park Turns 100, But Age	1	As average temps in the park rise, glaciers melt. GNP still as	N.D.	1 000 116	000	+100 214 45	Clarata	   N.
5/10/10	USA Today	Has Not Been Kind	Nicholas K. Geranios	beautiful as ever on 100th bday.	NP	1,900,116	800	\$109,314.45	Glacier	N
		Glacier Park Turns 100, But Age		As average temps in the park rise, glaciers melt. GNP still as						
5/10/10	Orange County Register	Has Not Been Kind	Nicholas K. Geranios	beautiful as ever on 100th bday.	NP	221,000	800	\$43,174.95	Glacier	N
F /1 0 /1 0	Wiston Valley Daily Brees	Glacier Park Turns 100, But Age	1	As average temps in the park rise, glaciers melt. GNP still as	ND.	20 500	000	#E 222.4E	Clasia	l <sub>N1</sub>
3/10/10	Victor Valley Daily Press	Has Not Been Kind Montana Has Plenty of Fun	Nicholas K. Geranios	beautiful as ever on 100th bday.  Great list of summer festivals in MT, leading with Sweet Pea	NP	29,500	800	\$5,232.15	Joiacier	N
5/11/10	Spokane Spokesman-Review		Jean Arthur	Festival and including more statewide.	NP	80,011	. 800	\$14,748.00	All	Y
, -, -,	, , , , , , , , , , , , , , , , , , , ,	UNESCO Sites to be Saved and		Treaty signed so mining will never be allowed in the pristine				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		1
5/16/10	Boston Globe	Savored	Kari Bodnarchuk	Waterton Glacier International Peace Park.	NP	587,292	400	\$31,200.00	Glacier	N
F/46/46	LICA To do:	10 Great Places In America to	- d'h	Montana/Glacier National Park is the place to get a thrilling	N.D.	1 000 115	400	154 106 60	Clarit	N.
5/16/10	USA Today	See Wildlife	editors	view of grizzly bears in the wild.	NP	1,900,116	400	\$54,136.68	Glacier	N N

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	Janesville Gazette	Sleep in Style at These Grand Palaces	Gary A. Warner	Glacier Park Lodge in a roundup of hotels along the Amtrak line.	NP	26,000		•		N
	DiscoverAmerica.com	Montana; Destination of the Month	editors	Overview of the state's tourist attractions. 12 great Donnie photos.	WEB	500		·		Y
5/17/10	Epoch Times	Adventure Along Highway 287	John Christopher Fine	West Yellowstone to Nevada City: Grizzly/Wolf Discovery Center, kayaking on Hebgen Lake, fishing on Madison, Ennis, NV City sites and historical facts.	NP	50,000	1600	\$1,050.00	Yellowstone, Gold West	Y
5/17/10	PBS National	The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	1,400,000		\$360,000.00	Glacier	Y
5/17/10		The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	12,472		\$6,285.00		Y
5/17/10	WKLE	The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	7,700		\$3,308.40	Glacier	Y
5/17/10	KUFM	The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	2,434		\$3,317.40	Glacier	Υ
5/17/10	KTCI	The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	6,488		\$2,878.80	Glacier	Y
5/17/10	KRMA	The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	29,956		\$21,513.00	Glacier	Y
5/17/10	KQED	The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	36,464		\$40,503.00	Glacier	Y
5/17/10	KPBS	The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	11,510		\$12,417.60	Glacier	Y
5/17/10	KBDI	The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	8,430		\$5,922.60	Glacier	Y
5/17/10	DTTW	The Endless Feast		Beautiful 30 minute showcase of Whitefish's local farmers, food artisans, food lovers and star chefs staged at Whitefish City Beach.	TV	3,378		\$2,377.20	Glacier	Y
6/7/10	Animal Planet	Last American Cowboy		Reality drama featuring three MT ranching families and their challenging lives. An hour-long weekly series.	TV	415,000		\$1,111,137.64	All	Υ
6/14/10	Today Show	Lend a Hand Today	Al Roker	Al Roker helps hand over generous local donations to Bozeman's Eaglemount non-profit program. (5 min)	TV	4,907,000		\$373,559.69	All	N
5/18/10	AAA Journeys	Plan For Your Park Visit	Karen A. Avitabile	Details centennial activities and GNP highlights.	MAG	678,636	800	\$18,656.64	Glacier	Y
5/18/10	Chicago Tribune	10 Best States for Your Well- Being	editors	Gallup poll released top 10 states where residents reported feeling the highest sense of well-being. MT ranked #3.	NP	465,892	200	\$21,530.08	All	N
5/21/10	USA Today	Lewis & Clark Caverns Adds New Visitor Center	Nick Gevock	The new \$1.3 million dollar visitor center features interpretive displays, a classroom and lots of parking.	NP	1,900,116	533	\$72,876.30	Gold West	N
5/21/10	Washington Post	Movie Review: 'Sweetgrass'	Michael O'Sullivan	Follows Montana sheepherders on final grazing drive. Rave review of the riveting documentary about sheep.	NP	582,844	533	\$67,025.00	Yellowstone	N
5/21/10	USA Today	10 Great Places to (Bike) Ride The Rails	Larry Blieberg	The beautiful Route of the Hiawatha is listed first in a National Bike Month feature.	NP	1,900,116	200	\$27,068.34	Glacier	N

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F /2.4 /4.0		Deal Puts Yellowstone Bison on		Details the seasonal bison hazing and Ted Turner's somewhat		4.55.040				
	New York Times Sarasota Herald-Tribune	Ted Turner's Range  Deal Puts Yellowstone Bison on Ted Turner's Range	Kirk Johnson Kirk Johnson	controversial position as a buffalo kingpin.  Details the seasonal bison hazing and Ted Turner's somewhat	NP NP	1,156,848 70,481				N
		Deal Puts Yellowstone Bison on Ted Turner's Range	Kirk Johnson	controversial position as a buffalo kingpin.  Details the seasonal bison hazing and Ted Turner's somewhat controversial postition as a buffalo kingpin.	NP	73,501			Yellowstone Yellowstone	N N
	Spokane Spokesman-Review	Sweet Dreams: The Garden Wall		Rave review of the quaint Garden Wall Inn.	NP	80,011				N
5/23/10	The New York Times Style Magazine	Discover the 50 States		VisitMT.com posted for Montana's contact info.	MAG	1,400,302	50	\$3,631.96	All	N
	Vagablond	Hooked on Snowmobiling	Janice Nieder	Huge 3-part story on big adventures in Glacier on an all- female snowmobiling trip.	INT	5,000				Y
5/28/10	about.com	What is Glamping?	Susan Breslow Sardone	The true glam camping experience can be found at Paws Up.	INT	235,652	200	\$60,437.48	Glacier	N
5/30/10	Minneapolis Star Tribune	Horsing Around	Karen Catchpole	Massive spread; guest ranches offering outstanding horseback riding and sophisticated style. Triple Creek Ranch included.	NP	477,562	400	\$26,520.00	Gold West	N
6/1/10	Backpacker	Secret Hikes	Michael Lanza	Score wildlife sightings in Glacier on a weeklong hike.	MAG	40,747	600	\$25,905.00	Glacier	N
6/1/10	True West	Bond With Bison	Ashley Briggs, Steve Shaw	Spend some time with the wooly giants in Townsend with Bisonguest.com	MAG	40,747	' 20	\$75.56	Gold West	N
	Horizon Air Magazine	National Folk Festival	editors	Celebrating the last year of the Butte Folk Festival; lists bands and events.		27,054		·	Gold West	N
6/1/10	Cabin Life	A Montana River Ranch is Reborn	Lucie B. Amundsen	Dilapidated Swan River vacation cabin restored to modern beauty.	MAG	53,288	4000	\$31,248.00	Glacier	N
6/1/10	Wend Beyond Adventure	Breaking Down With Baby	Seth Warren	Epic kayak shot; dropping into Big Timber Creek during the Nature Propelled Tour.	MAG	45,000	800	\$8,480.00	Yellowstone	N
6/1/10	   Wend Beyond Adventure	  Winter in the Forgotten Flathead	Bruce Kirby	Trekking the trans CAN-US Buffalo Cow Trail to the Flathead Basin to retrace the steps of Kootenai hunters.	MAG	45000	2400	\$25,440.00	Glacier	N
6/1/10	AAA Via MountainWest	Eureka! Gold in the West	Chris Woolston	Wonderfully detailed feature about gold panning in Zortman and the history of prospecting.	MAG	97,000	4000	\$17,854.40	Russell	Υ
6/1/10	AAA New Mexico Journey	Park it Here	editors	Tells how to fly to Kalispell, then visit Whitefish Mountain and historic lodges in Glacier.	MAG	109,968	220	\$1,046.41	Glacier	N
6/1/10	AAA New Mexico Journey	A Changing Landscape	Eric P Lucas		MAG	820,212	1600	\$25,621.12	Glacier	N
6/1/10	Northwest Travel	Montana Artist Paints the National Parks	editors	Art exhibition in Bigfork featuring the oil paintings of Sunnie LeBlanc.	MAG	40,000	200	\$627.76	Glacier	N
6/1/10	Northwest Travel	Mountain Goat: Glacier Park's White Knight	Eric Plante	Hiking and mountain goat sightings at Hidden Lake Overlook Trail.	MAG	40,000	800	\$2,508.00	Glacier	N
6/1/10	Northwest Travel	Glacier at 100	Lee Juillerat	How to plan ahead for a Glacier NP trip and not-to-miss iconic highlights.	MAG	40,000	3200	\$10,044.16	Glacier	Υ
6/1/10	Earth Magazine	Floods, Fires & Bears in MT's Bitterroot Valley	Mary Caperton Morton	Maps out a must-see list of sites in the Bitterroot Valley, loaded with geologic facts.	MAG	10,000	4800	\$4,800.00	Glacier	N
6/1/10	Earth Magazine	Getting There and Getting Around	Megan Server	MT travel tips: try huckleberries and bison, use Missoula as a hub, go to Testy Festy.	MAG	10,000	800	\$800.00	All	N
6/1/10	Sunset	Our Faves Reopen Just in Time for Vacation	Dina Mishev	3 Summertime Lodges: Includes Parade Rest Guest Ranch in West Yellowstone	MAG	1,224,453	35	\$4,364.82	Yellowstone	Y
6/1/10	Delta Sky Magazine	Fit For Adventure	Robert Earle Howells		MAG	381,896	25	\$1,429.29	Yellowstone	N
6/1/10	Trailer Life	Montana	editors	Play, relax and explore in MT. Visit Custer Country and Glacier NP.	MAG	221,753	266	\$6,987.93	All	N

Publicity							Word			
	Media Source	Title	Journalist	Description	Туре	Circulation	Count	Publicity Value	Region	Assist
		Mountain Weekend, Montana		Spending the day in Butte-hiking Red Mtn, sampling coffee						
6/1/10	Sunset	Day Trip: Butte	Dina Mishev	shops, cafes and quirky restaurants, visiting historic sites.	MAG	1,224,453	1600	\$199,534.70	Gold West	Υ
6/4/40		The It List 2010: Editor's Choice	e e	Ranch at Rock Creek makes this uber hip list in the rustic		057.007	2.0	+2 720 24		
6/1/10	Travel + Leisure	Awards	Editors	category.	MAG	957,987	26	\$3,/38.21	Gold West	N
12/1/10	Pack Country Magazine	A Diamond in the Fluff	Drow Doggo	Travel feature on the Bell Lake Yurt in the Tobacco Root	MAG	10 200	1600	¢10,000,00	Vallawatana	
12/1/10	Back Country Magazine	A Diamond in the Fluir	Drew Pogge	Mountains. Glacier NP is a great place to pitch a tent for remote,	MAG	19,200	1600	\$10,000.00	Yellowstone	1
6/10/10	travelchannel.com	Best National Park Camping	Jennifer Plum Auvil	backcountry camping.	WEB	7,791	50	\$281.96	Glacier	l <sub>N</sub>
0/10/10	travelenamien.com	Dest National Fark Camping	Jennier Flam Advii	Includes McGinnis Meadows Cattle and Guest Ranch & Lone	IVVED	7,731	30	Ψ201.50	Yellowstone,	1
6/14/10	away.com	Top 10 Dude Ranches	Gigi Ragland	Mountain Ranch.	WEB	7,547	200	\$1,092.52	· · · · · · · · · · · · · · · · · · ·	Ι <sub>Υ</sub>
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6/1//10	gadling.com	39 of America's Best Drives	Kathryn Gierok	Glacier National Park included in roundup.	WEB	8,549	20	\$123.76	Glacier	N
		Custer's Last Flag: Banner								
6/25/10	cnn com	Carried at Little Bighorn to be Sold	Chris Kokenes	The fragile flag found beneath the body of one of Custer's soldiers will be sold at a Sotheby's auction.	WEB	8,039,131	800	\$5,614.00	Custor	
6/23/10	CIII.COIII	Solu	CIIIIS KUKEIIES	Going to the Sun Road included in roundup of all-American	IVVED	0,039,131	800	\$5,014.00	Custei	N
6/4/10	msnbc.com/msn	Top 10 Road Trips	Becca Bergman	road trips for summer adventure.	WEB	408	100	\$22.96	Glacier	N
0/ 4/ 10	msnbc.com/msn	Visit National Parks for Free This	Decca Derginan	Take advantage of the freebie weekend; there are four each	IVVLD	+00	100	\$22.90	Glaciei	11
6/4/10	usatoday.com	Weekend	Kitty Bean Yancey	year.	WEB	85,051	50	\$5,453.24	Glacier	N
0, 1, 10	abateaayieeiii	Weekena	racey Beam rancey	The best summer rides, including: Beartooth Highway,		03,032		ψ3/133121	Glacier,	†
		The Top Motorcycle Touring		Montana Scenic Loop and Waterton-Glacier International					Yellowstone,	
6/4/10	Motorcycle and Bicycle	Rides in the Rockies	Andrew Cherney	Peace Park Loop.)	MAG	42,887	100	\$31,892.00	· '	N
	Andrew Harper's Hideaway		Curry Griffin Travel						Yellowstone,	1
6/5/10	Report	Fly Fishing	Writers	Fly fishing around West Yellowstone, Darby and Greenough.	MAG	25,000	400	\$3,300.00	Glacier	Υ
		MT's Flathead Lake: Flat Out		An American jewel of a lake unveiled. Boating and fishing						
6/29/10	Boating	Beautiful	Pat Piper	opportunities on Flathead Lake.	MAG	595,049	3200	\$114,798.10	Glacier	Υ
6/29/10	Where To Retire	Ready for the Rebound	Carole Jacobs	Kalispell is an affordable place to live amid scenic splendor.	MAG	220,000	800	\$11,112.32	Glacier	N
3,23,10	Where to Retire	Little Bighorn Battlefield		Honoring the 7th Calvary and Native American warriors on	1	223,333		ψ11/112132	- Ciderer	†
6/6/10	The Tennessean	National Monument, Montana		Memorial Day.	NP	197,692	200	\$8,983.80	Custer	N
		Animal Planet's 'Cowboy' Better		TV show review: calls it dubious because of slaughterhouse		,		. ,		1
6/7/10	Boston Herald	Seen Than Herd	Mark A. Perigard	cattle but also raves about the glorious scenery.	NP	138,260	266	\$15,540.00	All	Υ
		Man the Cameras, Chicago		The tongue in cheek story about MT ads in Chicago bringing						
6/17/10	Chicago Tribune	Nature Lovers	Barbara Brotman	,	NP	465,892	550	\$62,106.00	All	Y
				Seeks to answer the question, 'Who are we?' while following						
6/24/10	La Canada Valley Sun	Channeling Lewis, Clark	Joe Puglia	Lewis & Clark's route down the Missouri River.	NP	10,000	533	\$1,365.70	Missouri River	<u> </u>
		Happy Wanderer: WhitefishIt'll								
6/25/10	Calland Tile	Change How You Think About	Ciar Dia	Whitefish has everything from slow food to spas to all-season	l	60.265	000	+2 244 00	Clarita	
6/25/10	Oakland Tribune	Montana Parada Palla Fallia	Ginny Prior		NP	68,265	800	\$2,211.00	Glacier	<u> </u>
6/20/10	Durango Horald	Rain and People, Both Falling From The Northern Rockies Sky	John Pool	Glacier NP in late-June was a rainy but memorable stop on a	NP	0 441	800	\$1,854.30	Clasion	<sub>N</sub>
0/26/10	Durango Herald	Trom the Northern Rockies Sky	ווווטכן רווווטכן	cross-country tour.  Cooke City is a socially conscious and innovative city with	INF	8,441	000	\$1,654.30	Glaciel	N
6/28/10	New York Times	Dispatch - Cooke City, MT	Boris Fishman	longtime locals who crafted the culture.	NP	927,851	1600	\$275,471.69	  Yellowstone	N
5, 25, 10	TOTA TIMES	Disputeri Cooke City, i'ii	Dono i iominan	A stay at the J Bar L working cattle ranch is a hard core	' '	327,031	1000	Ψ2/3,7/1.09	1 CHOWSCOTIC	+'*
6/30/10	New York Times	Where Guests Help Herd 'em Up	Jeff Wise	experience.	NP	927,851	1600	\$275,471.69	Gold West	N
5, 55, 10		The control of the co			<del> </del>		TOTAL:	\$30,011,346.60		†